

Minor:

Marketing

Departments/Programs:

Business, Accounting and Economics (Undergraduate)

Marketing Minor (21 hours)

| Courses | |
|---|----------|
| ACCT 031 Principles of Accounting I | 3 hours |
| ECON 054 Microeconomic Principles | 3 hours |
| BUSAD 115 Principles of Marketing | 3 hours |
| Four electives from the following (two courses must be BusAd courses): | 12 hours |
| <ul style="list-style-type: none">• BUSAD 226 Marketing Management• BUSAD 227 Consumer Behavior• BUSAD 228 International Marketing• BUSAD 229 Promotional Strategy• COMM 155 Mass Media• COMM 170 Copy and Layout• COMM 225 Persuasive Communication• COMM 232 Public Relations• COMM 260 Principles of Advertising• JOURN 164 Computer Publishing I | |