**Nebraska Wesleyan University**

# Marketing

## Catalog

2012-2013

## Departments

1. Business, Accounting and Economics (Undergraduate)

### Marketing Minor (21 hours)

| Courses | |
|---|---|
| BUSAD 115 Principles of Marketing | 3 hours |
| Five electives from the following (three courses must be BUSAD courses):<br>• BUSAD 226 Marketing Management<br>• BUSAD 227 Consumer Behavior<br>• BUSAD 228 International Marketing<br>• BUSAD 229 Promotional Strategy<br>• BUSAD 239 Business Ethics<br>• BUSAD 247 Negotiation<br>• COMM 155 Mass Media<br>• COMM 225 Persuasive Communication<br>• COMM 232 Public Relations<br>• COMM 260 Principles of Advertising<br>• COMM 270 Speaking in the Professions<br>• JOURN 164 Computer Publishing I | 15 hours |