

Minor:

Marketing

Departments/Programs:

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):	15 hours
<ul style="list-style-type: none">• BUSAD 226 Marketing Management• BUSAD 227 Consumer Behavior• BUSAD 228 International Marketing• BUSAD 229 Promotional Strategy• BUSAD 239 Business Ethics• BUSAD 247 Negotiation• COMM 155 Mass Media• COMM 225 Persuasive Communication• COMM 232 Public Relations• COMM 260 Principles of Advertising• COMM 270 Speaking in the Professions• JOURN 164 Computer Publishing I	