

Minor:

Marketing

Departments/Programs:

Business, Accounting and Economics (Undergraduate)

Marketing Minor (21 hours)

Courses

BUSAD 115 Principles of Marketing	3 hours
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Five electives from the following (three courses must be BUSAD courses):	15 hours
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- 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