

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 (two courses must be BUSAD courses):

- BUSAD 226 Marketing Management
 - BUSAD 227 Consumer Behavior
 - BUSAD 228 International Marketing
 - BUSAD 229 Promotional Strategy
 - BUSAD 239 Business Ethics
 - BUSAD 247 Negotiations
 - COMM 155 Mass Media
 - COMM 225 Persuasion
 - COMM 232 Public Relations
 - COMM 260 Principles of Advertising
 - JOURN 164 Computer Publishing I
 - (Effective Fall 2013, COMM-270 is not applicable)
- 15 hours