Nebraska Wesleyan University

Marketing

Catalog

2013-2014

Departments

1. Business, Accounting and Economics (Undergraduate)

Marketing Minor (21 hours)

Courses	
BUSAD 115 Principles of Marketing	3 hours
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