

Nebraska Wesleyan University
Catalog 2014-2015

Minor:

Marketing

Departments/Programs:

Business, Accounting and Economics (Undergraduate)

Marketing Minor (18 hours)

Courses	
BUSAD 2000 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 3400 Promotional Strategy• BUSAD 3500 Consumer Behavior• BUSAD 3600 Negotiation• BUSAD 4200 Marketing Management• BUSAD 4300 International Marketing• BUSAD 4600 Business Ethics• COMM 2600 Mass Media• COMM 3200 Persuasive Communication• COMM 3300 Public Relations• COMM 3600 Principles of Advertising• COMM 3700 Organizational Communication• JOURN-2640	