Nebraska Wesleyan University

Marketing

Catalog

2014-2015

Departments

1. 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): • 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 Design for Print Media	15 hours