

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