

Minor:

## Marketing

Departments/Programs:

Business, Accounting and Economics (Undergraduate)

### Marketing Minor (18 hours)

#### Courses

BUSAD 2000 Principles of Marketing	3 hours
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Five electives from the following (three courses must be BUSAD courses):	15 hours
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- 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