

Minor:

## Marketing

Departments/Programs:

Business, Accounting and Economics (Undergraduate)

### Marketing Minor (18 hours)

#### Courses

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BUSAD 2000 Principles of Marketing	3 hours
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Five electives from the following (at least two courses must be marketing-focused electives).	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
- BUSAD 4700 Entrepreneurship
- COMM 2600 Mass Media
- COMM 3200 Persuasive Communication
- COMM 3300 Public Relations\*
- COMM 3600 Principles of Advertising\*
- JOURN 2640 Design for Print Media

\*Marketing-focused electives