Nebraska Wesleyan University

Marketing

Catalog

2015-2016

Departments

1. Business, Accounting and Economics (Undergraduate)

Marketing Minor (18 hours)

Courses	
BUSAD 2000 Principles of Marketing	3 hours
Five electives from the following (at least two courses must be marketing-focused electives). • 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	15 hours