Minor:

Marketing

Departments/Programs:

Business, Accounting and Economics (Undergraduate)

Marketing Minor (18 hours)

Requirements	18 hours
BUSAD 2000 Principles of Marketing	3 hours
Five electives from the following (at least two courses must be marketing-focused electives).	15 hours

- 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