

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 |
| <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>• BUSAD 4700 Entrepreneurship</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>• JOURN-2640</li></ul> |          |

\*Marketing focused electives

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