

Minor:

Marketing

Departments/Programs:
 Business (Adult Undergraduate)

Marketing Minor (18 hours)

| Requirements | 18 hours |
|---|-------------|
| BUSAD 2000 Principles of Marketing | 3 hours |
| Electives Select five elective courses from the following. At least two should be marketing-focused (indicated with an apostrophe*). | 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 2601 Mass Media | |
| COMM 3201 Persuasive Communication | |
| COMM 3300 Public Relations | |
| COMM 3600 Principles of Advertising | |
| COMM 4200 Conflict Resolution | |
| JOURN-2640 | |