

**Nebraska Wesleyan University**  
Catalog 2018-2019

Minor:

## **Marketing**

Departments/Programs:

Business, Accounting and Economics (Undergraduate)

### **Marketing Minor (18 hours)**

<b>Requirements</b>	<b>18 hours</b>
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 Design for Print Media</li></ul>	
*Marketing focused electives	

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