Nebraska Wesleyan University

Marketing

Catalog

2018-2019

Departments

1. 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 Design for Print Media	