

Minor:

Marketing

Departments/Programs:

Business, Accounting and Economics (Undergraduate)

Marketing Minor (18-21 hours)

Requirements	18-21 hours
BUSAD 2000 Principles of Marketing	3 hours
Five electives from the following (at least two courses must be marketing-focused electives).	
<ul style="list-style-type: none">• BUSAD 2150 Social Media Marketing**• BUSAD 2250 Email Marketing**• BUSAD 2350 Viral and Organic Growth**• BUSAD 3350 Search Engine: Optimization and Marketing**• BUSAD 3400 Promotional Strategy*• BUSAD 3500 Consumer Behavior*• BUSAD 3600 Negotiation• BUSAD 4200 Marketing Management*• BUSAD 4300 International Marketing*• BUSAD 4350 Digital Marketing Analytics**• BUSAD 4600 Business Ethics• BUSAD 4700 Entrepreneurship• COMM 2600 Mass Media• COMM 3200 Persuasive Communication• COMM 3300 Public Relations*• COMM 3600 Principles of Advertising*• IDS-2020	15-18 hours

*Marketing focused electives

**Marketing focused electives; These courses are offered remotely via NWU's partnership with a Consortium. The partnership allows students to earn NWU credit for specific courses. Classes are designed by top academics and industry leaders, vetted by NWU, and taught by experts in the field.