

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).

- 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.