Nebraska Wesleyan University

Marketing

Catalog

2026-2027

Departments

1. 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 2350 Going 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* *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.	15-18 hours