

Minor:

## Marketing

Departments/Programs:

Business, Accounting and Economics (Undergraduate)

### Marketing Minor (18-21 hours)

| Requirements                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 18-21 hours |
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| BUSAD 2000 Principles of Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 3 hours     |
| Five electives from the following (at least two courses must be marketing-focused electives).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 15-18 hours |
| <ul style="list-style-type: none"><li>• BUSAD 2350 Going Viral and Organic Growth**</li><li>• BUSAD 3350 Search Engine: Optimization and Marketing**</li><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 4350 Digital Marketing Analytics**</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></ul> |             |

\*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.