

MARKETING MINOR

The Marketing minor provides students with a background in marketing concepts, practices, and issues. The basic elements of the marketing process are explored. Theoretical and practical applications in marketing in the business environment are the focus.

Program Requirements

Code	Title	Credits
BUS-101	INTRODUCTION TO BUSINESS	3.00
BUS-311	FOUNDATIONS OF MANAGEMENT THEORY	3.00
BUS-321	PRINCIPLES OF MARKETING	3.00
BUS-421	MARKETING RESEARCH	3.00
BUS-482	INTERNATIONAL MARKETING	3.00
ECON-201	PRINCIPLES OF MACROECONOMICS	3.00
or ECON-202	PRINCIPLES OF MICROECONOMICS	
Program Electives		
Select two from the following:		6.00
BUS-323	PROMOTION METHODS	
BUS-333	CONSUMER BEHAVIOR	
BUS-340	RETAIL MARKETING	
BUS-428	MARKETING MANAGEMENT	
BUS-431	PUBLIC RELATIONS	
Total Credits		24.00