

# 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	
<b>Program Electives</b>		
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	
<b>Total Credits</b>		<b>24.00</b>