

Marketing

Degree Type

Minor

Requirements for the Minor

Item #	Title	Credits
ACCT 202	Financial Accounting	3
BUSI 203	Principles of Advertising and Public Relations	3
BUSI 310	Principles of Marketing	3
BUSI 330	Consumer Behavior	3

Four courses (12 credit hours) from the following:

Item #	Title	Credits
BUSI 200	Digital Media and Digital Culture	3
BUSI 212	Social Media and Digital Marketing	3
BUSI 309	Small Business Management	3
BUSI 328	International Marketing	3
BUSI 330	Consumer Behavior	3
BUSI 338	Sport Marketing	3
BUSI 345	Intercultural Communication	3
BUSI 412	Integrated Marketing Communications Campaigns	3
BUSI 480	Topics in Business	3
BUSI 482	Ethics in Business	3
		24