

**MINOR**  
**MARKETING**  
**2025-2026**

| MINOR REQUIREMENTS                        |                                  | REQ | COMP | NEED |
|-------------------------------------------|----------------------------------|-----|------|------|
| BUS 101                                   | Intro to Business                | 3   |      |      |
| BUS 311                                   | Foundations of Management Theory | 3   |      |      |
| BUS 321                                   | Principles of Marketing          | 3   |      |      |
| BUS 421                                   | Marketing Research               | 3   |      |      |
| BUS 482                                   | International Marketing          | 3   |      |      |
| ECON 201                                  | Macroeconomics <b>OR</b>         | 3   |      |      |
| ECON 202                                  | Microeconomics                   |     |      |      |
| <b>TOTAL</b>                              |                                  | 18  |      |      |
| MINOR ELECTIVES                           |                                  |     |      |      |
| <b>Choose 2 of the following courses:</b> |                                  |     |      |      |
| BUS 323                                   | Promotion Methods                | 6   |      |      |
| BUS 333                                   | Consumer Behavior                |     |      |      |
| BUS 340                                   | Retail Marketing                 |     |      |      |
| BUS 428                                   | Marketing Management             |     |      |      |
| BUS 431                                   | Public Relations                 |     |      |      |
| <b>TOTAL</b>                              |                                  | 6   |      |      |
| SUMMARY                                   |                                  |     |      |      |
| MINOR REQUIREMENTS                        |                                  | 18  |      |      |
| MINOR ELECTIVES                           |                                  | 6   |      |      |
| <b>TOTAL</b>                              |                                  | 24  |      |      |

| NOTES, SUBSTITUTIONS & WAIVERS |
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