MINOR
MARKETING
2021-2022

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 **OR**	3		
ECON 202	Microeconomics			
	TOTAL	18		
MINOR ELECTIVES				
Choose 2 of the following courses:				
BUS 323	Promotion Methods	6		
BUS 333	Consumer Behavior			
BUS 340	Retail Marketing			
BUS 428	Marketing Management			
BUS 431	Public Relations			
	TOTAL	6		
SUMMARY				
MINOR REQUIREMENTS		18		
MINOR ELECTIVES		6		
	TOTAL	24		

NOTES, SUBSTITUTIONS & WAIVERS