

Minor in Marketing

Required Courses

Item #	Title	credits
ECON 212	Microeconomics	3
MKTG 343	Principles of Marketing	3
	Marketing Minor Electives	12
	Total credits:	18

Category Descriptions

Marketing Minor Electives

Credits: 12

Item #	Title	credits
BUAD 250	Entrepreneurial Service Learning	1
BUAD 453	Cross-Cultural Studies	3
COMM 335	Persuasion	3
COMM 343	Visual Communication	3
ECON 401	Managerial Economics	3
IBUS 319	International Business	3
MKTG 237	Video Production	3
MKTG 442	PR Campaign Planning and Execution	3
MKTG 492	Marketing Internship	3-8