

MARKETING MINOR

Program Description

This minor introduces students to current marketing theories and practices and their applications in a variety of business settings. Students gain practical knowledge and experience through courses in marketing principles and strategy, selling, consumer behavior and international marketing. Students also have the opportunity to customize their plan of study by selecting two marketing elective courses.

Requirements

Code	Title	Hours
ECON 202	Principles Microeconomics	3
INTB 486	International Marketing	3
MRKT 281	Marketing Principles/ Strategy	3
MRKT 283	Principles of Selling	3
MRKT 381	Consumer Behaviors	3
MRKT Electives (300 level or above)		6
Total Hours		21