

MARKETING MINOR

Course	Title	Credits
Required Courses (12 credits) ¹		
BUSADMIN 2630	Introduction to Marketing	3
BUSADMIN 3240	Digital Marketing	3
BUSADMIN 3630	Advertising	3
BUSADMIN 3740	Consumer Behavior	3
Elective Courses (12 credits)		
MEDIA 2230	Digital Media Technologies	3
BUSADMIN 3110	Strategic Promotions Management	3
BUSADMIN 3700	Marketing Research	3
BUSADMIN 3720	International Marketing	3
BUSADMIN 4150	e-Marketing Applications	3
BUSADMIN 4630	Marketing Management	3
BUSADMIN 4640	Marketing Practicum/Experiential Learning	1-3

¹ Students pursuing the B.B.A. in Marketing or the B.S. in Business Administration with emphasis in Integrated Marketing or Professional Sales may not pursue the Marketing Minor.