

MARKETING, MINOR

Code	Title	Credits
MKT-301	PRINCIPLES OF MARKETING	3
MKT-302	CONSUMER BEHAVIOR	3
MKT-306	INTEGRATED MARKETING COMMUNICATION	3
Select three approved marketing electives		9
Total Credits		18

Note: A 2.00 GPA is required. These courses may not be taken pass/fail and prerequisites must be met. Additional information on minors can be obtained in the office of the Dean of the School of Business or from the Registrar's office.