

# MARKETING, MINOR

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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
<b>Total Credits</b>		<b>18</b>

**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.