MINOR, MARKETING

Program Requirements
Students must earn a C- grade or better in each course.

Minimum Requirements for Marketing
Minor: 15 credits

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BA F241</td>
<td>Advertising, Sales and Promotion</td>
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<td>BA F343</td>
<td>Principles of Marketing</td>
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<tr>
<td>BA F436</td>
<td>Consumer Behavior</td>
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<tr>
<td>BA F443</td>
<td>Social Media Marketing</td>
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<tr>
<td>BA F482</td>
<td>Sport Marketing</td>
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<tr>
<td>BA F490</td>
<td>Services Marketing</td>
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<td>BA F491</td>
<td>Current Topics in Marketing</td>
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<tr>
<td>ECON F227</td>
<td>Introductory Statistics for Economics and Business</td>
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