

MARKETING MINOR

Program Requirements

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Minimum Requirements for Marketing Minor: 15 credits

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

Code	Title	Credits
Marketing Minor Requirements		
Complete five of the following:		15
BA F241	Advertising, Sales and Promotion	
BA F343	Principles of Marketing	
BA F436	Consumer Behavior	
BA F443	Social Media Marketing	
BA F482	Sport Marketing	
BA F490	Services Marketing Strategy	
BA F491	Current Topics in Marketing	
ECON F227	Introductory Statistics for Economics and Business	
Total Credits		15