

MARKETING FOR BUSINESS MAJORS / MINOR

Requirements

Minor Requirements

Minor Credit Hours: 12

Code	Title	Hours
Required Courses		
MKTG 47000	Marketing Strategy	3
Select three of the following:		9
MKTG 30000	Consumer Behavior	
MKTG 31500	Advertising	
MKTG 37400	Salesmanship	
MKTG 38900	Design Thinking	
MKTG 40200	Public Relations	
MKTG 46500	Marketing Research	
MKTG 46800	International Marketing	
MKTG 48000	Advanced Sales	
Total Hours		12