

# MARKETING FOR NON-BUSINESS MAJORS / MINOR

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**Minor Credit Hours:** 15

Non-College of Business students can minor in Marketing by completing five courses: (15)

## Requirements

### Minor Requirements

Code	Title	Hours
<b>Required Courses</b>		
MKTG 20000	Principles of Marketing	3
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	
<b>Total Hours</b>		<b>15</b>