

MARKETING, MINOR

Minor Sequence

The **Minor in Marketing** requires 18 credits from:

Code	Title	Credits
BU241	Principles of Marketing	3
BU341	Consumer Behavior	3
BU442	Marketing Research	3
Select three of the following:		9
BU321	Electronic Commerce	
BU342	Principles of Advertising & PR	
BU346	Social Media Marketing	
BU373	Sports Marketing	
BU441	Public Relations	
Total Credits		18