

Marketing Minor

A **Marketing minor** consists of 21 credit hours from marketing and must include:

Program: Marketing

Type: Minor

Required Courses

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Item #	Title	Credits
ECON 212	Principles of Macroeconomics	3
MRKT 239	Principles of Marketing	3
MRKT 332	Consumer Behavior	3
MRKT 341	Promotions Management	3
MRKT 347	International Business	3

Electives

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Choose 6 credits of MRKT electives.

Total credits:

21
