

MARKETING MINOR

A minor in Marketing consists of at least 18 hours of Marketing courses, including:

Course	Title	Credits
MKT 301	Principles of Marketing	3
MKT 361	Sales/Sales Force Management	3
MKT 378	Consumer Behavior	3
MKT 395	Business-To-Business Marketing	3
MKT 495	Marketing Strategy (WI)	3
Select three additional hours of Marketing electives		3
Total Hours		18