

MARKETING - MINOR PROGRAM

Minor Program: Marketing (24 semester hours)

Code	Title	Hours
Required Courses		
ACCT 125	Financial Accounting	3
BSAD 277	Business Research	3
ECON 101	Principles of Macroeconomics	3
ECON 102	Principles of Microeconomics	3
MGMT 150	Management and Organizational Behavior	3
MKTG 175	Principles of Marketing	3
MKTG 275	Advertising and Promotion	3
MKTG 375	Marketing Management	3
Total Hours		24

Management majors who minor in marketing must take one additional upper division marketing course.