

# MARKETING - MINOR PROGRAM

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## Minor Program: Marketing (24 semester hours)

Code	Title	Hours
<b>Required Courses</b>		
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
<b>Total Hours</b>		<b>24</b>

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