

MARKETING MINOR

Code	Title	Credits
Required		
MAR 301	Principles of Marketing	4
Electives		
Select 16 credits of the following:		16
MAR 312	Consumer Behavior (4)	
MAR 313	Advertising and Promotions (4)	
MAR 413	Marketing Research (4)	
MAR 414	Marketing Strategy (4)	
MAR 470	Digital Marketing (2)	
MAR 471	Global Marketing (2)	
COM 320	Media and Public Relations (4)	
Total Credits		20