

Marketing Minor Requirements (2001-02 catalog)		Course Completed	Credits
**Econ 266S	Principles of Economics		4
BA 101	Business World		4
BA 340	Marketing		4
Total			12
<i>Minimum of eight (8) hours selected from the following:</i>			
BA 240	Business Creativity and Innovation		2
BA 339	Selling		3
BA 342	Retailing		3
BA 344	Advertising		3
BA 346	Managing Customer Value		4
BA 347	Consumer Behavior		3
BA 348	Public Relations		3
BA 349	Global Marketing		4
BA 439	Marketing and Management of Services		4
BA 445W	Marketing Strategy and Policy		4
Subtotal			8-9
Total Minor Requirements			20-21

**May also be counted towards TS 1 requirements.