

Marketing Minor Requirements (2003-04 catalog)		Course Completed	Credits
**Econ 266S	Principles of Economics		4
BA 101	Business World		4
BA 340	Marketing		4
<b>Subtotal</b>			<b>12</b>
<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 372W	Global Business Seminar		4
BA 439	Marketing and Management of Services		4
BA 445W	Marketing Strategy and Policy		4
<b>Subtotal</b>			<b>8-9</b>
<b>Total Minor Requirements</b>			<b>20-21</b>

\*\*Courses marked with double asterisks may also be counted toward TS 1 requirements.