

MARKETING MINOR 2007-2008

A student majoring in any discipline other than Business Administration may complete a minor in Marketing upon satisfactorily completing the following requirements:

Marketing Minor Requirements (2007-08 catalog)		Course Completed	Credits
Econ 262 OR 272	Principles of Econ-Micro or Macro		3
BA 103	The U.S. Business System		3
BA 340	Marketing		4
Subtotal			10
<i>Choose a minimum of ten (10) hours selected from the following:</i>			
BA 240	Business Creativity and Innovation		2
BA 338	Sports Marketing		3
BA 339	Selling		3
BA 342	Retailing		3
BA 344	Advertising		3
BA 346	Managing Customer Value		4
BA 347	Consumer Behavior		3
BA 356	Business of Gaming		4
BA 372	Global Business Seminar		4
BA 390	Special Topics in Marketing		1-4
BA 439	Marketing and Management of Services		4
BA 445	Marketing Strategy and Policy		4
BA 446	Marketing Research		4
Subtotal			10
Total Minor Requirements			20