

Marketing Minor

Contact Information

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To earn a minor in marketing, a student must complete a minimum of 18 semester hours of course work.

Requirements

Required Courses

Junior or Senior standing required to enroll in ACC 311 and ECO 315

ACC 211	Introduction to Financial Accounting	3-4
or ACC 311	Administrative Uses of Accounting	
BUS 312	Principles of Marketing	3
ECO 201	Introduction to Microeconomics	3-4
or ECO 315	Economics for Administration	
ECO 213	Statistics for Business and Economics	3
MKT 431	Consumer Behavior	3
MKT 432	Research Methods and Analytics in Marketing	3
Total Hours		18-20