

MARKETING MINOR

The Marketing minor provides a broad-based introduction to the role and function of marketing in business.

Degree Requirements

Total program: 20 semester hours

Core Requirements

Code	Title	Semester Hours
BUS 360	Principles of Marketing	4
BUS 365	Consumer Behavior	4
BUS 464	Marketing Research	4
8 semester hours of upper division Marketing courses		4,4
Total Semester Hours		20