

Marketing Minor

Contact Information

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- Marketing Minor (p. 1)

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

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|--------------------|---------------------------------------------|--------------|
| 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 |