

Marketing Minor

The Department of Economics, Accounting, and Business also offers a minor in marketing. The marketing minor focuses on the core elements of marketing and the related fields of professional writing and graphic design.

Program: Economics
Accounting
Business Administration

Type: Minor

Required Courses

Item #	Title	Credits
ECN 201	MICROECONOMIC PRINCIPLES	3
BAD 340	MARKETING PRINCIPLES	3
BAD 344	CONSUMER BEHAVIOR	3
BAD 345	INTEGRATED MARKETING COMMUNICATIONS	3
ENG 291	INTRODUCTION TO PROFESSIONAL WRITING	3
ART 124	GRAPHIC DESIGN I	3

Selection

Choose one of the following:

Item #	Title	Credits
BAD 443	INTERNATIONAL MARKETING	3
BAD 442	MARKETING RESEARCH	4
BAD 347	PROFESSIONAL SELLING	3-4
BAD 330	MANAGEMENT	3
ACC 211	ACCOUNTING PRINCIPLES I	3
ATA 265	ARTS ADMINISTRATION AND ORGANIZATIONAL STRUCTURE	3
THR 120	PUBLIC SPEAKING	3
DES 282	INTRODUCTION TO INTERIOR DESIGN	3

Elective

One other 300 or 400 level course in Economics or Business Administration (Note: Internship courses do not fulfill this requirement.)

Total credits: **24-25**
