

Marketing Minor

A minor in Marketing consists of a total of 18 credit hours.

Required Courses for Marketing Minor

MRKT 3300	Principles of Marketing	3
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MRKT 3315	Consumer Behavior	3
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MRKT 4314	Marketing Research and Information Systems	3
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An additional 9 credit hours from upper-level MRKT electives.		9
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18 Credits

Prerequisites for the minor are ECON 2301, ECON 2302, and MNGT 3402 or equivalent.