

MARKETING MINOR

Code	Title	Credits
BA 336	BUSINESS/ECON STATISTICS	3
MKTG 231	PRINCIPLES OF MARKETING	3
MKTG 331	SALES TECHNIQUES	3
or MKTG 334	NEW PRODUCT DEVELOPMENT	
MKTG 336	PROMOTIONS AND ADVERTISING	3
MKTG 337	SOCIAL MEDIA MARKETING	3
MKTG 338	BUYER BEHAVIOR	3
MKTG 439	BUSINESS AND MARKETING RESEARCH	3
Total Credits		21