

## **Marketing Program**

### **VI Minor Requirements: (24 C.H.)**

#### **Required: (15 C.H.)**

ECON 104	Principles of Economics [for non-business students]
ACC 141	Principles of Financial and Managerial Accounting [for non-business students]
MKT 201	Principles of Management [PAR]
MKT 220	Principles of Marketing [ECON 110] [PAR]
MKT 322	Consumer Behavior [MKT 220]

#### **Electives: (9 C.H.)**

MKT 330	Integrated Marketing Communications [MKT 220]
MKT 324	Marketing of Services [MKT 220]
MKT 326	Retail Marketing [MKT 220]
MKT 335	Direct Marketing [MKT 220 & MKT 322]
MKT 420	Marketing Research [MKT 220]
MKT 422	Logistics Management [MKT 220 & QMIS 110]
MKT 441	Global Marketing [MKT 220 & MKT 330]
MKT 451	Strategic Marketing Management [MKT 220]