

MARKETING MINOR

| Code | Title | Semester Credit Hours |
|--|-----------------------------|-----------------------------|
| Required Courses | | 6 |
| MKT 3310 | Principles of Marketing | |
| MKT 3320 | Buyer Behavior | |
| Select 12 semester hours from the following: | | 12 |
| MKT 3330 | Advertising & Promotion Mgt | |
| MKT 4310 | International Marketing | |
| MKT 4320 | Marketing Research | |
| MKT 4330 | Marketing Management | |
| MKT 4399 | Issues in Marketing | |
| Total Semester Credit Hours | | 18 |

(For students outside the A.R. Sanchez, Jr. School of Business)