

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)