

MARKETING MINOR

Requirements

Refer to School of Business and Economics Admission Requirements and Policies (<http://catalog.uwsuper.edu/undergraduate/academic-departments/business-economics/>).

24 Total Credits: Classes are offered online and in a traditional classroom setting.

Code	Title	Hours
Core Courses		
ACCT 101 or ACCT 200	Accounting for Nonbusiness Majors Financial Accounting	3.00
FIN 210	Personal Finance	3.00
ECON 235	Economics in Society	3.00
BUS 211	Business Law I	3.00
Meet with an SBE Advisor for help with the SBE admission application		
BUS 370	Principles of Marketing	3.00
BUS 371	Consumer Behavior	3.00
Elective Courses		
Select at least two of the following:		6.00
BUS 373	Advertising & Promotion	
BUS 375	Public Relations	
BUS 400	Business Internship	
BUS 474	Retail Marketing	
BUS 475	Relationship Marketing and Sales Management	
BUS 477	Digital Marketing	
BUS 482	Marketing Research	
BUS 484	Marketing Strategy and Brand Management	
TRSP 300	Supply Chain Management	
Total Hours		24.00