

BUSINESS MARKETING (MINOR)

Required Courses

Code	Title	Hours
MKT-251	PRINCIPLES OF MARKETING	3
MKT-350	MARKETING MANAGEMENT	3
MKT-352	MARKETING RESEARCH	3
MKT-452	NEW PRODUCTS, SVCS AND MARKETS	3
BUS-211	BUSINESS STATISTICS	3
or MAT-151	STATISTICS	
Choose two of the following:		6
COM-339	SOCIAL MEDIA	
MDA-213	GRAPHIC DESIGN I: INTRO GRAPHIC DESIGN	
MGT-336	PROJECT MANAGEMENT	
MGT-337	ENTREPRENEURSHIP	
MGT-361	SPORT MEDIA RELATIONS & EVENT MGT (prerequisite required)	
MKT-342	DIGITAL MARKETING	
MKT-353	MARKETING COMMUNICATIONS	
MKT-357	CONSUMER BEHAVIOR	
MKT-358	SALES MANAGEMENT	
MKT-359	INTERNATIONAL MARKETNG	
MKT-362	SPORT MARKETING AND SALES (prerequisite required)	
Total Hours		21