

# MARKETING MINOR

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## Minor Requirements

Code	Title	Hours
<b>Minor Core</b>		
BUS240	Economic Principles	3
BUS255	Marketing Principles	3
BUS346	Consumer Behavior	3
<b>Electives</b>		
Select 9 hours from the following:		9
BUS310	Event Planning	
BUS345	Integrated Mktg Communications	
BUS347	Professional Skills	
BUS361	Professional Selling	
BUS364	Digital Marketing	
BUS367	Content/Social Media Marketing	
BUS410	Marketing Management	
BUS443	Public Relations	
BUS462	Marketing Research	
ESS352	Sports Marketing	
<b>Total Hours</b>		<b>18</b>