

Marketing

Degree Type

Minor

Requirements: (Select 18 credits). For the student who desires to pursue a career in brand management, marketing research, advertising or other marketing related fields. Students must maintain a minimum GPA of 2.5 and receive a grade of C- or higher in all classes designated in the minor.

Item #	Title	Credits
BSNS3510	Principles of Marketing	3
BSNS3530	Marketing Communications	3
BSNS3550	Sales, Networking, and Negotiation	3
BSNS3880	Digital and Social Media Marketing	3
BSNS4560	Consumer Behavior Marketing Research	3
BSNS4590	Global Marketing	3
ECON3150	Managerial Economics	3
Total Credits		18