

MARKETING MINOR

Innovation and Entrepreneurship

The Marketing minor is designed to provide non-business majors a core understanding of marketing practice that can give students a competitive edge. The courses deliver a foundation of marketing knowledge for students to bring marketing skills into many careers and academic pursuits.

Course	Title	Credits
Minor Requirements		
BU 2450	Principles of Marketing	3
BU 3370	Branding and Marketing Communication	3
Select a minimum of three of the following:		9-12
BU 3040	Special Topics in Marketing (three credit offering only)	
BU 3340	Consumer Behavior	
BU 3350	Event Marketing	
BU 3360	Marketing Research	
BU 3380	Business Innovation	
BU 3450	Sports Marketing	
BU 3460	Small Business/Entrepreneurship Marketing and Operations	
BU 3600	Introduction to Public Relations	
BU 4250	Marketing Management	
BU 4440	Global Marketing	
BU 4910	Independent Study (Marketing topic, three credit offering only)	
Select a maximum of one of the following:		0-3
CM 3090	Technical Communication (TECO,WRCO)	
CM 3400	Interactive Web Communication	
EN 2710	Creative Writing	
SO 2225	Foundations of Sociology (DICO)	
TMP 2010	Introduction to Travel and Tourism (GACO)	
Total Credits		18