

Business, Economics and Enterprise Sciences

Minor in Marketing Curriculum

Course	Credits
Required Courses	9
BUS 100 Intro to Business*	3
ECO 100 Elem. of Economics OR ECO 201 Principles of Microeconomics OR ECO 202 Principles of Macroeconomics	3
MKT 300 Principles of Marketing	3
300- or 400-Level Marketing Electives	12
Select four upper-level (300 and above) MKT courses (no more than 3 credits can be MKT 492 Internship)	12
Total	21

* BUS 100 may be substituted by an upper-level business elective.

Note: No more than 9 credits may be used to satisfy requirements of the student's major or concentration.