

Undergraduate Program Requirements

Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: UNDG 2011-2012 ▼

Marketing Minor 2011

MARKETING MINOR

Courses: 7/7

Course	Title	Credits	Grade
54-1500	Introduction to Marketing	3	C
OR 1 of the following:			
	29-1500 Introduction to Marketing	3	C
54-1501	Introduction to Sales Promotion	3	C
OR 1 of the following:			
	29-1501 Promotional Marketing	3	C
54-1600	Introduction to Advertising	3	C
54-1605	Advertising Copywriting I	3	C
54-1700	Introduction to Public Relations	3	C
54-2500	Introduction to Market Research	3	C
OR 1 of the following:			
	29-2500 Intro to Marketing Research	3	C
54-3505	Marketing Yourself/Job-Seeking Strategies	3	C
OR 1 of the following:			
	29-3505 Marketing Yourself/Job-Seeking Strategies	3	C

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