

## Undergraduate Program Requirements

### Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year:

#### Marketing Minor 2013

18 CREDITS

#### MARKETING MINOR

Courses: 6/6

Course	Title	Credits	Grade
<b>54-1500</b>	<b>Introduction to Marketing</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>29-1500 Introduction to Marketing</b>	<b>3</b>	<b>C</b>
<b>54-1501</b>	<b>Promotional Marketing</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>29-1501 Promotional Marketing</b>	<b>3</b>	<b>C</b>
<b>54-1600</b>	<b>Introduction to Advertising</b>	<b>3</b>	<b>C</b>
<b>54-1700</b>	<b>Intro to Public Relations</b>	<b>3</b>	<b>C</b>
<b>54-2500</b>	<b>Intro to Marketing Research</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>29-2500 Intro to Marketing Research</b>	<b>3</b>	<b>C</b>
<b>54-3505</b>	<b>Marketing Yourself/Job-Seeking Strategies</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>29-3505 Marketing Yourself/Job-Seeking Strategies</b>	<b>3</b>	<b>C</b>

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The OASIS system is maintained by the IT department. Program requirement records are maintained by the associate deans in each of their respective schools.