

# MARKETING MINOR

Code	Title	Units
<b>Lower-Division Requirements</b>		
MKT 2032	Principles of Marketing	3
Choose one (1) course from the following:		3
ACC 2000	Principles of Accounting for Non-Business Majors <sup>1</sup>	
ECO 1000	Survey of Economics (GE)	
ECO 1001	Principles of Macroeconomics (GE)	
ECO 1002	Principles of Microeconomics (GE)	
<b>Upper-Division Requirements</b>		
BUS 3010	Data-Driven Decision Making	3
Choose three (3) courses from the following:		9
MKT 3033	Consumer and Organizational Buying Behavior	
MKT 3036	Integrated Marketing and Sales Communication	
MKT 3050	Digital Marketing Essentials	
MKT 4032	Marketing Research and Analytics	
MKT 4050	Digital Marketing Content	
<b>Total Units</b>		<b>18</b>

<sup>1</sup> ACC 2001 and ACC 2002 sequence may be substituted for ACC 2000.