

Minor in Marketing

REQUIREMENTS: 21 Credits

Credits

BM200: Introduction to Business	3.0
BM250: Principles of Management & Organizational Behavior	3.0
BK250: Principles of Marketing	3.0
BK404: Consumer Behavior	3.0
BK411: Principles of Advertising	3.0

Take 6 Credits from the following courses:

BK-420: Health Care Management and Marketing	6.0
BK-421: Marketing of Services	
BK-422: Principles of Personal Selling	
BK-431: Sports Marketing	
BK-452: Business Marketing	
BK-453: International Marketing	

Not available to students majoring in Business Administration

TOTAL CREDITS FOR THE MINOR IN BUSINESS ADMINISTRATION - MARKETING = 21.0