

Minor in Marketing	
REQUIREMENTS: 21 Credits	Credits
BM-200: Introduction to Business	3.0
BM-250: Principles of Management & Organizational Behavior	3.0
BK-250: Principles of Marketing	3.0
BK-404: Consumer Behavior	3.0
BK-411: Principles of Advertising	3.0
Take 6 Credits from the following courses:	6.0
BK-420: Health Care Management and Marketing	
BK-421: Marketing of Services	
BK-422: Principles of Personal Selling	
BK-431: Sports Marketing	
BK-452: Business Marketing	
BK-453: International Marketing	
<i>Not available to students majoring in Business Administration</i>	
TOTAL CREDITS FOR THE MINOR IN MARKETING = 21.0	