

MINOR IN MARKETING

Code	Title	Credits
Requirements (18 credits)		
BK-250	Principles of Marketing	3
BK-404	Consumer Behavior	3
BK-411	Principles of Advertising	3
Select 9 credits from the following list:		9
BK-401	Marketing Research ¹	
BK-419	Export/Import Marketing and Logistics	
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 ¹	
BK-457	Social Media Marketing	
BK-459	Managerial Marketing ¹	
Total Credits		18

¹ Students **MUST** complete the prerequisite courses before, which results in additional required credits.

Note

- Not available to students majoring in Business Administration.