

# MINOR IN MARKETING (MIN.BUBK)

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Code	Title	Credits
<b>Requirements (18 credits)</b>		
BK-250	Principles of Marketing	3
BK-304	Consumer Behavior	3
BK-311	Principles of Advertising	3
Select 9 credits from the following list:		9
BK-301	Marketing Research <sup>1</sup>	
BK-402	Retail Marketing Management	
BK-406	Marketing Analytics	
BK-407	Digital Marketing	
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 <sup>1</sup>	
BK-457	Social Media Marketing	
BK-459	Managerial Marketing <sup>1</sup>	
<b>Total Credits</b>		<b>18</b>

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

## Note

- Not available to students majoring in Business Administration.