

# MINOR IN MARKETING (MIN.BUBK)

| 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.