

**MARKETING
MINOR**

2016-2017
Robert C. Vackar College of Business and Entrepreneurship
Marketing

A – MINOR REQUIREMENTS – 18 HOURS (6 advanced)

1 – Marketing Core – 6 hours (6 advanced)

MARK 3300 Principles of Marketing
MARK 3340 Consumer Behavior

2 – Marketing Electives – 12 hours

Choose 12 hours of MARK electives.