

**Degree Type – Minor**  
**Degree Title – 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.*