

MARKETING MINOR

The minor in Marketing consists of six (6) required courses. All courses required for the minor must be completed with a grade point average of 2.000 or above.

Code	Title	Units
Required Courses		
BBU 3010	Data-Driven Decision Making	3
BMK 3032		3
BMK 3033	Consumer and Organizational Buying Behavior	3
BMK 3036	Integrated Marketing and Sales Communications	3
BMK 3050	Digital Marketing Essentials	3
BMK 4050	Digital Marketing Content	3
Total Units		18