

# MARKETING MINOR

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Code	Title	Units
<b>Required Courses</b>		
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
<b>Total Units</b>		<b>18</b>