

# MARKETING MINOR

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Code	Title	Units
<b>Lower-Division Requirements</b>		
Choose two (2) courses from the following:		6
ACC 2000	Principles of Accounting for Non-Business Majors <sup>1</sup>	
ECO 1000	Survey of Economics (FE)	
	or ECO 1001 Principles of Macroeconomics (FE)	
	or ECO 1002 Principles of Microeconomics (FE)	
MGT 2012	Principles of Management	
<b>Upper-Division Requirements</b>		
MKT 3032	Principles of Marketing	3
Choose three (3) courses from the following:		9
MKT 3033	Consumer and Organizational Buying Behavior	
MKT 3036	Integrated Marketing and Sales Communication	
MKT 3050	Digital Marketing Essentials	
MKT 4032	Marketing Research and Analytics	
MKT 4050	Digital Marketing Content	
<b>Total Units</b>		<b>18</b>

<sup>1</sup> ACC 2001 and ACC 2002 sequence may be substituted for ACC 2000.