

# SCIENCE-MARKETING MINOR (SCIENCE MAJORS - BIOLOGY DEPARTMENT)

This joint minor between the Fermanian School of Business and the departments of Biology and Chemistry offers preparation with marketing knowledge to augment scientific backgrounds in Biology, Chemistry and Environmental Sciences.

Code	Title	Units
<b>Required Courses</b>		
ACC 2000	Principles of Accounting for Non-Business Majors <sup>1</sup>	3
BIO 2010 and BIO 2010L	Cell Biology and Biochemistry (GE) and Cell Biology and Biochemistry Lab (GE)	4
BIO 3045 and BIO 3045L	Genetics and Genetics Lab	4
MKT 2032	Principles of Marketing	3
MTH 1044 or MTH 1064	Calculus with Applications (GE) Calculus I (GE)	4
Choose three (3) courses from the following Marketing courses:		9
MKT 3033	Consumer and Organizational Buying Behavior	
MKT 3036	Integrated Marketing and Sales Communication	
MKT 3050	Digital Marketing Essentials	
MKT 4050	Digital Marketing Content	
<b>Total Units</b>		<b>27</b>

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