

SCIENCE-MARKETING MINOR (SCIENCE MAJORS - BIOLOGY DEPARTMENT)

Code	Title	Units
Required Courses		
ACC 2000	Principles of Accounting for Non-Business Majors ¹	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	
Total Units		27

¹ The ACC 2001 and ACC 2002 sequence may be substituted for ACC 2000.