



2023-2024 Catalog

Marketing

Minor

Academic Department

Management/Marketing

Total Credits 18

Marketing			
Item #	Course Title		Credits
☐ ACCT 1341	Principles of Accounting I		3
☐ ECON 1331	Principles of Macroeconomics		3
☐ MKTG 3343	Principles of Marketing		3
☐ MKTG 3344	Marketing Applications	MKTG 3344 Prerequisites: MKTG 3343	3
☐ MKTG 3345	Consumer Behavior		3
☐ MKTG 3346	Advertising and Integrated Marketing Communications	MKTG 3346 Prerequisite: MKTG 3343	3