

MARKETING MINOR (ACC)

Curriculum

Code	Title	Hours
Required Course		18
BUS 272	Organizational Management Principles	3
MKTG 422	Marketing Management	3
<i>Select four of the following:</i>		
MKTG 223	Public Relations	3
MKTG 304	Retail Management	3
MKTG 325	Promotion & Advertising	3
MKTG 345	E-Commerce	3
MKTG 426	Marketing Research	3
MKTG 440	International Marketing	3