

# MARKETING (MINOR) (FOR BUSINESS MAJORS ONLY)

---

## Program of Study

Code	Title	Credit Hours
MKTG 3115	Principles of Marketing	3
MKTG 3135	Consumer Behavior	3
MKTG 3136	Advertising	3
MKTG 4135 or MKTG 4185	Marketing Research Marketing Management	3
One other MKTG elective		3
<b>Total Credit Hours</b>		<b>15</b>