

MARKETING, MINOR

Specific Program Requirements

(Open to Accounting, Economics, & non-management majors only)

Course	Title	Credits
ACCT 201	Principles of Financial Accounting	3.0
ECON 202	Principles of Microeconomics (GT-SS1)	3
MGMT 201	Principles of Management	3
MKTG 340	Principles of Marketing	3
MKTG 3/400	Marketing Electives	9
Total Credits		21