

# MARKETING FOR NON-BUSINESS STUDENTS

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The marketing minor for non-business students requires 18 hours. Prerequisites for all courses must be fulfilled. A grade of "C" (2.00) or higher is required in all business courses.

Code	Title	Hours
<b>Required Course: Economics Pre-requisite</b>		
ECON 1200	Principles Of Microeconomics	3
or MIME 2600	Engineering Economics	
<b>Required Marketing Courses</b>		
BUAD 3010	Principles Of Marketing	3
MKTG 3850	Buyer Behavior And Relationship Marketing	3
<b>Marketing Electives</b>		
Select three of the following:		9
MKTG 3140	International Marketing	
MKTG 3280	Internet Marketing	
MKTG 3690	Principles Of Marketing Communications	
MKTG 3920	Sports Marketing	
MKTG 4540	Business Marketing	
PSLS 3440	Professional Sales	
<b>Total Hours</b>		<b>18</b>