

Marketing Minor

Requires 18 s.h.

Required courses:

_____ BuAd 104	Perspectives in Sustainability (T)	_____ N/A _____
_____ BuAd 230	Marketing Principles	MKT 100
_____ BuAd 338	Marketing Research	MKT 229
_____ BuAd 362	Consumer Behavior	MKT 271
_____ Comm 240	Principles of Advertising	MKT 220
	Subtotal	15 s.h.

Choose one of the following:

_____ BuAd 334	Multi-Cultural Marketing in America (D)	_____
_____ BuAd 336	Cross-Cultural & Global Marketing (I) (W)	_____
	Subtotal	3 s.h.

Total: 18 s.h.

9 s.h. in the minor must be from Mary Baldwin University.

*** Transfer courses do not necessarily carry the same Learning Outcome Designations for the Common Curriculum.**

Only two courses counted in the major may also be used in the minor (major/minor overlap rule).