

## Marketing Minor

Requires 18 s.h.

### Required courses:

_____ INT 104	Sustainability and Business (T)	_____ N/A	
_____ BuAd 230	Marketing Principles	MKT 100	
_____ BuAd 338	Audience Insight and Analysis	MKT 229	
_____ BuAd 362	Buyer Behavior	MKT 271	
_____ Comm 240	Principles of Advertising	MKT 220	
		Subtotal	15 s.h.
_____ BuAd 334	Multinational Marketing (D)(W)		
		Subtotal	3 s.h.
		<b>Total:</b>	<b>18 s.h.</b>

**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).**