

Marketing Management

Program Type

Minor

Required Courses

Course Code	Title	Hours
BUS 201	Enterprise in a Commercial Republic	2
BUS 315	Principles of Marketing	3
BUS 493	Special Topics	1-3
	ECO 105 or 202	3
	Sub-Total Credits	9

Choose three courses from:

Course Code	Title	Hours
BUS 306	Small Business Management	3
BUS 345	Professional Selling	3
BUS 442	Project Management	3
BUS 452	Marketing Management	3
BUS 457	Digital Marketing	3
BUS 459	Advertising	3
BUS 460	New Product Development	3
	Sub-Total Credits	9
Total Credits		18