

MINOR IN MARKETING

REQUIREMENTS

The following requirements must be fulfilled: 18 credits in elective courses.

| Code | Title | Credits |
|--|---|---------|
| Required | | |
| Six courses selected from the following: | | |
| BADM 3401 | Contemporary Marketing Management | |
| MKTG 3142 | Consumer Behavior | |
| MKTG 3143 | Marketing Research | |
| MKTG 4148 | Advertising and Marketing Communications | |
| MKTG 4149 | Advanced Advertising Campaigns | |
| MKTG 4150 | Salesmanship and Sales Management | |
| MKTG 4154 | Digital Marketing | |
| MKTG 4159 | Marketing Strategy | |
| MKTG 4161 | Pricing Strategy: Competitive and Dynamic Pricing | |
| MKTG 4162 | Digital Marketing Analytics | |
| MKTG 4163 | Applied Marketing Decision Analytics | |
| MKTG 4164 | Artificial Intelligence and Automated Marketing | |
| MKTG 4165 | Customer Relationship Management and Relational Databases | |