

<b>Marketing Minor</b>	<b>Unit</b>	<b>Credit</b>
BUAD 233 Marketing Management (None)	1	
BUAD 343 Buyer Behavior (BUAD 233 and ECON 121 or permission)	1	
BUAD 433 Marketing Research ( BUAD 233, INQ 240 or permission)	1	
BUAD 493 Marketing Capstone (BUAD 343, BUAD 433)	1	
<b>Choose 2 electives from*:</b>		
ART 261 Graphic Design I (ART 111 or ART 151 or permission)	1	
ART 361 Graphic Design II (ART 261)	1	
BUAD 333 Global Marketing (BUAD 233)	1	
BUAD 338 e-Business (BUAD 218)	1	
BUAD 353 Sales & Sales Management (BUAD 233)	1	
BUAD 363 Integrated Marketing Communications (BUAD 233 or permission)	1	
BUAD 406 Internship (see catalog)	1	
BUAD 416 Independent Study (see catalog)		
COMM 202 Mass Communications (COMM 101)	1	
COMM 220 Public Speaking (INQ 110 or INQ 120 or HNRS 120)	1	
COMM 250 Communication Theory (COMM 101)	1	
COMM 311 Video Field Production (COMM 101 and 1 200 Level COMM course)	1	
COMM 317 Personal Communication (COMM 250)	1	
COMM 319 Writing for Media (COMM 250)	1	
COMM 360 Studies in Intercultural Communications (COMM 250; COMM 260 highly recommended)	1	
ECON 257 Competition, Monopoly, and Public Policy (ECON 120 or 121)	1	

\*Also pre-approved special topics courses and pre-approved IL courses.