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## Minor Requirements

### **Required Business Core Courses: (9 Credits)**

- BSAD 1000 Introduction to Business
- MKTG 3000 Principles of Marketing
- ECON 1000 Elements of Economics

### **Required Courses: (9 Credits)**

- MKTG 3800 Social Media Marketing
- MKTG 4680 Digital Retailing
- MKTG 4910 Digital Marketing and Analytics

### **Elective Courses: (3 Credits)**

- Select one MKTG course 3000 or higher