
Minor Requirements

Required Business Core Courses: (9 Credits)

- BSAD 1000 Introduction to Business
 - ~Or~ MGMT 3000 Principles of Management
- MKTG 3000 Principles of Marketing
- ECON 1000 Elements of Economics
 - ~Or~ ECON 2100 Principles of Microeconomics

Required Minor Courses: (9 Credits)

- MKTG 3510 Advertising Management
- MKTG 4010 Marketing Management
- MKTG 4210 Consumer Behavior

Elective Courses: (3 Credits)

- Any 3000 or higher marketing course (Prefix MKTG)

Program Notes:

NOTE #1 Regarding " * ":

MGMT 4800 Sustainability Scholarship and MGMT 4100 Management Research can be used to fulfill the writing intensive requirement.

NOTE #2 Regarding Elective Courses:

Advanced-standing students taking MBA coursework through the accelerated program as part of their undergraduate degrees must coordinate course substitutions with both the MBA program director and with the management advisor.

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