

SCHOOL OF BUSINESS MINORS

2004-2005 GENERAL CATALOG

* Meets requirements for General Education

Must be complete before registering for upper-division (3000-4000 level) c

MARKETING MINOR (19 Semester Hours)				GRADE	CREDIT
SEMESTER COURSE					
ACCT	2010	#	Financial Accounting		3
MATH	2040	#	Statistics		4
ISA 1050 or CS 1000			Computer Proficiency	* #	3
MKTG	3010	#	Marketing Principles		3
		#	Pre-Business Elective		3
Choose two of the following:					3
MKTG	3030		Consumer Behavior		3
MKTG	3900		Retail Management		3
MKTG	3930		Advertising		3
MKTG	4100		Market Research		3
MKTG	4930		Sales Management		3

**STUDENTS MAY SELECT ONLY ONE BUSINESS
MINOR (Acct, Fin, Mgmt or Mktg) IN THE
SCHOOL OF BUSINESS**
(only 25% of the total hours toward graduation may be
taken by a minor in the SUU School of Business)

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