

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 EDUCATION MINOR (18 Semester Hours)				GRADE	CREDIT
SEMESTER COURSE					
MKTG	3010	#	Marketing Principles		3
MKTG	3030		Consumer Behavior		3
MKTG	3930		Advertising		3
MKTG	4100		Market Research		3
MKTG	4930		Sales Management		3
BE	4900		Teaching Business/Marketing		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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