

# Marketing Minor

**Program:** Business

**Type:** Minor

**BA232, BA332, BA340, BA362, BA370, MC385**

<b>Item #</b>	<b>Title</b>	<b>Hours</b>
BA 232	Principles of Marketing	3
BA 332	Principles of Advertising	3
BA 340	Digital Marketing	3
BA 362	Consumer and Market Behavior	3
BA 370	Social Media Marketing	3
MC 385	Social Networking	3
	<b>Total credits:</b>	<b>18</b>