

2024-20xx Minor in Marketing - 18 hours

- 3 BADM 370 Marketing
- 3 BADM 372 Advertising
- 3 BADM 471 Marketing Management
- 3 BADM 475 Consumer Behavior
- 6 take 2 courses from the following:
 - BADM 465 Integrated Marketing Communications
 - BADM 473 Retail Management
 - BADM 474 Personal Selling
 - BADM 476 Marketing Research
 - BADM 477 Customer Analytics