MARKETING MINOR

The Marketing minor allows HSB students in other majors and A&S students to expand their Marketing skills. Double minors require approval of the Marketing Department Chair. Note that students should follow the suggested course sequence as well as adhere to individual course prerequisites as outlined in the catalog course descriptions.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 201</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 302</td>
<td>Consumer &amp; Buyer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT 202</td>
<td>Marketing Research ¹</td>
<td>3</td>
</tr>
<tr>
<td>MKT 301</td>
<td>Integrated Mktg Communications</td>
<td>3</td>
</tr>
<tr>
<td>MKT 401</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>

¹ Students are strongly advised to take DSS 210 and DSS 220 prior to taking MKT 202