## Marketing

### Minor Contact

- Michael Walsh (michael.walsh@mail.wvu.edu)

### Minor Code - U153

#### Required Coursework

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCOR 350</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 325</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
</tbody>
</table>

Select three of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 315</td>
<td>Buyer Behavior</td>
</tr>
<tr>
<td>MKTG 330</td>
<td>Distribution Channels</td>
</tr>
<tr>
<td>MKTG 345</td>
<td>Selling with Digital Media</td>
</tr>
<tr>
<td>MKTG 350</td>
<td>Product and Brand Management</td>
</tr>
<tr>
<td>MKTG 475</td>
<td>Social Media and Marketing</td>
</tr>
<tr>
<td>MKTG 485</td>
<td>Global Marketing</td>
</tr>
</tbody>
</table>

### Total Hours

15