Marketing

Minor Contact

- Annie Cui (Annie.Cui@mail.wvu.edu)

Minor Code - U153

Code	Title	Hours
Required Coursework		
All courses must be completed with a C- or higher.		
BCOR 350	Principles of Marketing	3
MKTG 325	Marketing Research	3
Select three of the following:		9
MKTG 315	Buyer Behavior	
MKTG 330	Distribution Channels	
MKTG 345	Selling with Digital Media	
MKTG 350	Product and Brand Management	
MKTG 475	Social Media and Marketing	
MKTG 485	Global Marketing	
Total Hours		**15**