**American International College** School of Business, Arts and Sciences **Catalog Year: 2019-2020 List of Requirements** (all courses are 3 credits unless otherwise noted)

MINOR: Marketing

Minor Requir	ements:		
MKT	1450	Principles of Marketing	
Choose two f	rom the follo	owing courses:	
MKT	2600	Consumer Behavior	
MKT	2610	Distribution Strategies	
MKT	2700	Brand and Price Strategies	
MKT	2710	Marketing Communication Strategies	
MKT	4810	Strategic Marketing	
			CREDITS
Choose three	from the fo	llowing courses:	
MKT	2600	Consumer Behavior	
MKT	2610	Distribution Strategies	
MKT	2700	Brand and Price Strategies	
MKT	2710	Marketing Communication Strategies	
MKT	3400	Professional Sales Development	
MKT	3500	Advertising	
MKT	3510	Entrepreneurship and Opportunity	
MKT	3550	Entrepreneurship Management	
MKT	3600	Marketing Research	
MKT	3620	Social Media and Digital Marketing	
MKT	4694	Directed Study	
MKT	4810	Strategic Marketing	
BUS4	4899	Internship	
HCM	12620	Healthcare Marketing	
IBS3	410	International Marketing	
SRM	3210	Sports Marketing	
			CREDITS