American International College School of Business, Arts and Sciences

List of Requirements (all courses are 3 credits unless otherwise noted)

MINOR: Marketing Catalog Year: 2021-2022

Minor Requirements:

_____ MKT1450 Principles of Marketing

Choose two from the following courses:

MKT2600	Consumer Behavior
MKT2610	Distribution Strategies
MKT2700	Brand and Price Strategies
MKT2710	Integrated Marketing Communications
MKT4810	Strategic Marketing

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Choose three from the following courses:

 MKT2600	Consumer Behavior
 MKT2610	Distribution Strategies
 MKT2700	Brand and Price Strategies
 MKT2710	Integrated Marketing Communications
 MKT3400	Professional Sales Development
 MKT3500	Advertising
 MKT3510	Entrepreneurship and Opportunity
 MKT3550	Entrepreneurship Management
 MKT3600	Marketing Research
 MKT3620	Social Media and Digital Marketing
 MKT4694	Directed Study
 MKT4810	Strategic Marketing
 BUS4899	Internship
 HCM2620	Healthcare Marketing
 IBS3410	International Marketing
 SRM3210	Sports Marketing

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