



MINOR IN MARKETING - 070C

Required Classes - Minimum total hours 18

MKTG 3313 Principles of Marketing

Nine hours from the following:

MKTG 3333 Digital Marketing

MKTG 3423 Integrated Marketing Communications

MKTG 3813 Professional Selling

MKTG 4413 Marketing Research

MKTG 4623 Marketing Analytics & Strategy

*Six hours Accounting or Business Administration Upper Level courses or COMM 3243, MCOM 3343, MCOM 3843, or MCOM 4323

Must earn three hours of upper division work at ECU towards minor to complete minor residency requirement.