



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.