

Spalding University
Catalog Year: 2024-2025
18 credit hours

Marketing Minor (18 hours)

<u>Session</u>	<u>Grade</u>	<u>Course</u>	<u>Title</u>	<u>Credit Hours</u>
		MKT 240	Principles of Marketing	3
		MKT 342	Marketing Research	3
		MKT 344	Consumer Behavior	3
		MKT 375	Digital Marketing I	3
		MKT 455	Digital Marketing II	3
		MKT 475	Strategic Marketing	3