

Marketing Minor

Program Requirements

Catalog Department Overview # (<https://catalog.uaf.edu/academic-departments/business-administration/>)

Minimum Requirements for Marketing Minor: 15 credits

Students must earn a C- grade or better in each course.

		Credits
Marketing Minor Requirements		
Complete five of the following:		15
BA F241	Advertising, Sales and Promotion	
BA F343	Principles of Marketing	
BA F436	Consumer Behavior	
BA F443	Social Media Marketing	
BA/SPRT F482	Sport Marketing	
BA F490	Services Marketing Strategy	
BA F491	Current Topics in Marketing	
ECON F227	Introductory Statistics for Economics and Business	
Total Credits		15