



**KENTUCKY STATE
UNIVERSITY**

MARKETING MINOR

Students electing a minor in marketing should complete the following course sequence:

Code	Title	Hours
ACC 201	Principles of Accounting I	3
ACC 202	Principles of Accounting II	3
ECO 202	Prin of Economics II	3
MKT 301	Principles of Marketing	3
MKT 320	Marketing Communications	3
MKT 440	Consumer Behavior	3
MKT 490	Strategic Marketing Management	3
Total Hours		21