



**MONTANA STATE UNIVERSITY-BILLINGS
MINOR IN MARKETING
GENERAL BULLETIN 2005-2007**

Access & Excellence

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Name _____

Student ID # _____

Course			Credits	Grade	Semester	Equivalent
ACCT	233	Principles of Accounting I	3			
ECON	200	Principles of Microeconomics	3			
MKT	340	Principles of Marketing	3			
MKT	341	Consumer Behavior	3			
MKT	344	Professional Selling	3			
MKT	448	Market Research	3			
MKT	449	Strategic Marketing Management	3			

Marketing Elective – Choose three credits from the courses below

MKT	343	Integrated Marketing Communications	3			
MKT	365	e-Commerce	3			
MKT	370	Supply Chain Management	3			
MKT	443	Applied Marketing Communications	3			
MKT	475	Services Marketing/Management	3			
MKT	480	National Advertising Campaign	3			
MKT	492	Seminar	1-3			

Other Courses:

Total credits required

24