

# FASHION MARKETING MINOR

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## Minor Requirements

Code	Title	Credits
<b>Required Courses</b>		
MAR 201	Principles of Marketing	3
MAR 361	Retail Management	3
MAR 365	Fashion Marketing	3
<b>Marketing Electives</b>		
Select two of the following:		6
MAR 221	Advertising Strategy & Creative	
MAR 223	Consumer Behavior	
MAR 332	Selling and Sales Management	
MAR 363	Special Events Marketing for Arts, Entertainment and Sports	
MAR 394	Marketing Internship	
<b>Total Credits</b>		<b>15</b>