



INTER AMERICAN UNIVERSITY OF PUERTO RICO
AGUADILLA CAMPUS
BUSINESS ADMINISTRATION DEPARTMENT

MINOR IN MARKETING

CODE: 149F

Students who wish to take this minor must have GEMA 1200 as a requisite.

Requirements for the Minor in Marketing - 21 credits

Courses for the Minor in Marketing

MAEC 2221	Basic Statistics	3
MKTG 1210	Introduction to Marketing	3
MKTG 2220	Marketing Management	3
MKTG 2223	Consumer Behavior	3
MKTG 3230	Integrated Marketing Communication	3
MKTG 4240	Strategic Marketing	3
MKTG 4243	Marketing Research	3