

Minor in Marketing

at Flagler College - Tallahassee

Career Possibilities:

Sales • Customer Relations •
Purchasing/Procurement • Retail Brand
Management • Market Research •
Advertising

Requirements (18 hours) :

BUS 310 - Principles of Marketing*
BUS 315 - Selling Principles and Methods*
BUS 318 - Principles of Advertising
BUS 415 - Advanced Sales
Communications
BUS 416 - Marketing Research
BUS 472 Marketing Management

*Business Administration majors will only need 4 additional
courses since BUS 310 & BUS 315 are part of the major
requirements



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850-201-8070