

## Marketing Lenoir-Rhyne University

Minimum of two (2) semester hours are required to fulfill each of the following competencies unless otherwise noted.

Competency		Course Prefix & Number	Course Title	Course Offerings
A	Principles of Marketing	BUS 360	Marketing	
		BUS 451	Marketing Management	
B	Global Markets / Trade & Financial Literacy	BUS 341	Investments	
		BUS 342	Personal Finance	
		BUS 442	International Business	
		ECO 421	International Economics	
C	Organizational Resources Management	BUS 345	Human Resource Management	
		BUS 439	Organizational Behavior	
		BUS 440	Production & Operations Management	
D	Entrepreneurship	BUS 349	Managing the Small Business	

Posted: Spring 2018  
Revised: Spring 2018

**Course Offering Codes:**

F=Fall, S=Spring, SS=Summer Session, UD=Upon Demand  
e=even years, o=odd years, ^=online

Course typically offered **on campus** if shaded.

**Notes:**

- These are typical course offering schedules. Courses are not guaranteed to be offered at these times.
- Please check with the college/university for course availability each semester.
- Some courses require prerequisites be met prior to registration. An asterisk (\*) denotes a prerequisite course.
- For more information from this institution, click here, <http://www.lr.edu/>