The Marketing Minor is available to all students who do not have a major in the School of Business and Economics.

Students with a Marketing Minor are required to be admitted to SBE to be eligible to enroll in upper level SBE courses.

**SBE Minor Admission Requirements**

**Admission to 300/400-Level SBE Courses**

Students with a minor in the SBE must be admitted to the SBE prior to enrolling in 300/400-level courses, except for courses noted below. To be admitted, students must first:

1. Earn an overall grade point average of 2.3 prior to applying for admission to SBE.
2. Complete the following courses with a grade point average of at least 2.0 with no grade lower than C-:
   - ACCT 101
   - BUS 211
   - ECON 235
   - FIN 210
3. Complete the following:
   - MATH 112 or 115 or 130 or 151 or 230 or 240 or CSCI 101 or 201, or 211
   - WRIT 102 and 209
   - COMM 110 or 211
   - All but 12 credits of the remaining University Studies requirements.

*Please note that this is only a guide. Use your advising report to make sure you are fulfilling all your requirements.*

**Course Requirements:** (Meet with SBE Advisor to discuss the marketing minor)

**36 Total Credits: Classes are offered online and in a traditional classroom setting.**

<table>
<thead>
<tr>
<th>Dept.</th>
<th>No.</th>
<th>Course Name</th>
<th>Prerequisites</th>
<th>Sem. Offered</th>
<th>*Online Offering</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT</td>
<td>101</td>
<td>Accounting for Non-Bus Majors</td>
<td></td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>BUS</td>
<td>211</td>
<td>Business Law I</td>
<td></td>
<td>F,S</td>
<td>Alliance</td>
</tr>
<tr>
<td>ECON</td>
<td>235</td>
<td>Economics in Society</td>
<td></td>
<td>F,S</td>
<td></td>
</tr>
<tr>
<td>FIN</td>
<td>210</td>
<td>Personal Finance</td>
<td></td>
<td>F</td>
<td>DL</td>
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*Meet with a SBE Advisor for help with the SBE admission application.*

<table>
<thead>
<tr>
<th>Dept.</th>
<th>No.</th>
<th>Course Name</th>
<th>Prerequisites</th>
<th>Sem. Offered</th>
<th>*Online Offering</th>
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</thead>
<tbody>
<tr>
<td>BUS</td>
<td>370</td>
<td>Principles of Marketing</td>
<td>Admitted to SBE or SBE Permission</td>
<td>F,S</td>
<td>Alliance &amp; DL</td>
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<tr>
<td>BUS</td>
<td>371</td>
<td>Consumer Behavior</td>
<td>Admitted to SBE, BUS 370</td>
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</table>

**Take at least two of the following elective courses (6 credits total or more):**

<table>
<thead>
<tr>
<th>Dept.</th>
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<th>Course Name</th>
<th>Prerequisites</th>
<th>Sem. Offered</th>
<th>*Online Offering</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS</td>
<td>373</td>
<td>Principles of Advertising</td>
<td>Admitted to SBE, BUS 370 or COMM 170 or consent of instructor.</td>
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<tr>
<td>BUS</td>
<td>375</td>
<td>Public Relations</td>
<td>Admitted to SBE, BUS 370 or COMM 170</td>
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<tr>
<td>BUS</td>
<td>400</td>
<td>Business Internship</td>
<td>Admitted to SBE</td>
<td>F,S,SS</td>
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<tr>
<td>BUS</td>
<td>474</td>
<td>Retail Marketing</td>
<td>BUS 370; Admitted to SBE</td>
<td>F</td>
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<tr>
<td>BUS</td>
<td>475</td>
<td>Professional Selling and Sales</td>
<td>Admitted to SBE, BUS 370 or COMM 170 or consent of instructor.</td>
<td>S-even yrs</td>
<td></td>
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<tr>
<td>BUS</td>
<td>477</td>
<td>Internet Marketing</td>
<td>Admitted to SBE, BUS 370 or COMM 170 or consent of instructor.</td>
<td>S-odd yrs</td>
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<tr>
<td>BUS</td>
<td>482</td>
<td>Marketing Research</td>
<td>Admitted to SBE, BUS 370</td>
<td>F</td>
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<tr>
<td>BUS</td>
<td>484</td>
<td>Marketing Strategy and Brand</td>
<td>Admitted to SBE, BUS 370</td>
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<td>TRSP</td>
<td>300</td>
<td>Supply Chain Management</td>
<td>Admitted to SBE</td>
<td>F,S</td>
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</tbody>
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