

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 and 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)

<b>24 Total Credits: Classes are offered online and in a traditional classroom setting.</b>						✓ if complete
<b>Required Core Courses (18 credits total):</b>						
Dept.	No.	Course Name	Prerequisites	Sem. Offered	*Online Offering	
ACCT	101	Accounting for Non-Bus Majors		S		
BUS	211	Business Law I		F,S	Alliance	
ECON	235	Economics in Society		F,S		
FIN	210	Personal Finance		F	DL	
<b>Meet with a SBE Advisor for help with the SBE admission application.</b>						
BUS	370	Principles of Marketing	Admitted to SBE or SBE Permission	F,S	Alliance & DL	
BUS	371	Consumer Behavior	Admitted to SBE, BUS 370	S		
<b>Take at least two of the following elective courses (6 credits total or more):</b>						
BUS	373	Principles of Advertising	Admitted to SBE, BUS 370 or COMM 170 or consent of instructor.	S		
BUS	375	Public Relations	Admitted to SBE, BUS 370 or COMM 170	F		
BUS	400	Business Internship	Admitted to SBE	F,S,SS		
BUS	474	Retail Marketing	BUS 370; Admitted to SBE	F		
BUS	475	Professional Selling and Sales Management	Admitted to SBE, BUS 370 or COMM 170 or consent of instructor.	S-even yrs		
BUS	477	Internet Marketing	Admitted to SBE, BUS 370 or COMM 170 or consent of instructor.	S-odd yrs		
BUS	482	Marketing Research	Admitted to SBE, BUS 370	F		
BUS	484	Marketing Strategy and Brand Management	Admitted to SBE, BUS 370	S		
TRSP	300	Supply Chain Management	Admitted to SBE	F,S		