



Marketing Minor

SCHOOL OF SCHOOL OF BUSINESS AND ECONOMICS

(SBE)

2019 - 2021 Catalog

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 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 113 or 115 or 130 or 151 or 240 or CSCI 101
 - WRIT 102 and 209
 - COMM 110
 - All but 12 credits of the remaining University Studies requirements.

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

SUGGESTED SEMESTER BY SEMESTER COURSE PLAN

***Please note: This is just a guide. Use your advising report to make sure you are fulfilling all of your requirements**

24 Total Credits: Classes are offered online and in a traditional classroom setting						✓ if complete
Required Core Courses (18 credits total):						
Dept.	No.	Course Name	Prerequisites	Sem. Offered	Online Offering	
ACCT	101	Acting for Non-Bus Majors		S		
BUS	211	Business Law I		F,S	Alliance & DL	
ECON	235	Economics in Society		F,S		
FIN	210	Personal Finance		F		
Meet with a SBE Advisor for help with the SBE admission application						
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		
Take at least two of the following elective courses (6 credits total or more):						
BUS	373	Advertising & Promotion	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	Digital 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		