



Marketing Minor
Academic Plan of Study
2021-2022 Catalog

Name: _____ **Student ID #:** _____ **Date:** _____

Marketing Minor Requirements

24 total credits.

Required Core Courses (18 credits):

Course	Course Title	Credits	Grade	Planned to Take
ACCT 101	Accounting for Nonbusiness Majors	3	_____	_____
ECON 235	Economics in Society	3	_____	_____
FIN 210	Personal Finance	3	_____	_____
BUS 211	Business Law I	3	_____	_____

Meet with an SBE Advisor for help with the SBE admission application:

Course	Course Title	Credits	Grade	Planned to Take
BUS 370	Principles of Marketing	3	_____	_____
BUS 371	Consumer Behavior	3	_____	_____

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

Course	Course Title	Credits	Grade	Planned to Take
BUS 373	Principles of Advertising	3	_____	_____
BUS 375	Public Relations	3	_____	_____
BUS 400	Business Internship	2-7	_____	_____
BUS 474	Retail Marketing	3	_____	_____
BUS 475	Professional Selling and Sales Management	3	_____	_____
BUS 477	Internet Marketing	3	_____	_____
BUS 482	Marketing Research	3	_____	_____
BUS 484	Marketing Strategy and Brand Management	3	_____	_____
TRSP 300	Supply Chain Management	3	_____	_____

Refer to School of Business and Economics Admission Requirements and Policies.

Notes: