

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.

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

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