

Minor Requirements – Marketing

Department of Management and Marketing Charlton College of Business

The objective of the minor is to enable students to acquire a basic understanding of how marketing strategy is planned and implemented and an opportunity to gain skills in a variety of special areas such as sales, advertising, and marketing research.

Business students eligible to declare the minor must have an overall GPA of 2.5 and have completed 54 credits. The **Request for a Minor** form must be completed and submitted to the Registrar.

Students meet the requirements of the minor by completing all the 8 courses listed below with a minimum GPA of 2.5 in the eight courses.

A minor must be completed at the time of the degree and will be so noted on the student's transcript. A student cannot be readmitted to the University to complete only a minor.

The Marketing Minor is offered ONLY to business majors

Foundation Courses: (Take all 3 courses)

_____	_____	ACT 211 – Principles of Accounting I	Credits: 3
_____	_____	ECO 231 – Principles Microeconomics	Credits: 3
_____	_____	MGT 201 – Leadership, Teamwork, & Collaboration	Credits: 3

Required Courses: (Take all 3 courses)

_____	_____	MKT 311 – Principles of Marketing	Credits: 3
_____	_____	MKT 330 – Marketing Analytics	Credits: 3
_____	_____	MKT 331 – Integrated Marketing Communication	Credits: 3

Elective Courses: (Take any 2 courses)

_____	_____	MKT 360 – Business to Business Mktg	Credits: 3
_____	_____	MKT 398 – Mktg & Mgt for Career Plan.	Credits: 3
_____	_____	MKT 421 – Advertising	Credits: 3
_____	_____	MKT 431 – Consumer Behavior	Credits: 3
_____	_____	MKT 432 – Sales Management	Credits: 3
_____	_____	MKT 442 – Mktg Research (POM 212, MKT 330)	Credits: 3

Total Required Credits: 24