



Marketing Minor
MIBUSMKTG.2017 (mrs 1314)
15 credits

Effective Date: 09/2017

Name of Student:		
Student ID #:		Graduation Date
Home Country:	<input type="checkbox"/> IWORK	
Advisor:	Name	Date

Required Courses						15 Credits
<i>Course #</i>	<i>Title</i>	<i>Hr.</i>	<i>Prerequisites</i>	<i>Offered</i>	<i>Sem.</i>	<i>Grade</i>
BUSM 180 <i>or</i> ECON 200	Introduction to Commerce and Enterprise Principles of Microeconomics	3	MATH 107 w/C- or better	F,W,S		
BUSM 304	Principles of Marketing Management	3	Either BUSM 180 or ECON 200 w/C- or better	F,W,S		
BUSM 421	Integrated Marketing Communications	3	Either BUSM 304 or HTM 304 w/B- or better	W,S		
BUSM 422	Marketing Research	3	BUSM 304 w/B- or better; Either MATH 221 or PSYC 205 w/C- or better	F,W		
BUSM 429	Strategic Marketing Management	3	BUSM 304 w/B- or better, and either BUSM 421 or 422 (Both 421 and 422 is preferred)	W,S		
Total Credits Mapped for Graduation:						

All passing grades will be accepted in fulfilling minor or certificate requirements.