



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
Course #	Title	Hr.	Prerequisites	Offered	Sem.	Grade
BUSM 180 <i>or</i>	Introduction to Business	3		F,W,S		
ECON 200	Principles of Microeconomics		MATH 107			
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:						

**The Marketing Minor is not available to Business Majors taking the Marketing track.*

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