

MARKETING MINOR

Fall 2017

Name: _____

I.D. # _____

Minor Requirements: 24 Semester Hours. At least 6 semester hours must be taken at Aquinas. A GPA of 2.0 must be maintained. Only courses with a grade of C- or better will count toward the minor. BSBA and dual BSBA majors may declare either the marketing concentration or the marketing minor, but not both.

AQUINAS REQUIREMENTS

_____	BS 200 Fundamentals of Organizations (for Non-BSBA, SB and BSBA dual majors)	3.0
	OR	
_____	BS 397 Field Experience (for BSBA, SB, and BSBA dual majors)	V
	OR	
_____	BS 399 Independent Project (for BSBA, SB, and BSBA dual majors)	V
_____	BS 202 Principles of Marketing	3.0
_____	BS 460 Ethical Applications in Business	3.0

TRANSFER EQUIVALENTS

_____	BUSN135
_____	_____
_____	_____
_____	MRKT 233
_____	_____

Electives: 4 courses from the following which best meets the student's educational and career objectives.

_____	BS 311 Advertising	3.0	_____
_____	BS 313 International Business	3.0	_____
_____	BS 316 International Marketing	3.0	_____
_____	BS 342 Digital Marketing	3.0	_____
_____	BS 357 Public Relations	3.0	_____
_____	BS/PG 360 Consumer Behavior	3.0	_____
_____	BS 414 Supply Chain Management	3.0	_____
_____	BS 415 Sales Management	3.0	_____
_____	BS 484 Business Research	3.0	_____
_____	CN 303 Principles of Persuasion	3.0	_____

One Capstone Course

_____	BS 442 Cases in Marketing Management	3.0	_____
_____	BS 483 Marketing Strategy	3.0	_____

Please Note: Aquinas College reserves the right to change, modify or amend the above-stated requirements and/or courses in its sole discretion and without prior notice.