

## MARKETING MINOR

fall 2021

Minor Requirements: 24 semester hours. **At least 18 semester hours must be taken at Aquinas.** BSBA and dual BSBA majors may declare either the marketing concentration or the marketing minor, but not both. Marketing minor electives may NOT count towards the electives required for the Bachelor of Science in Business Administration. A GPA of 2.0 must be maintained. Only courses with a grade of C- or better will count toward the

### AQUINAS REQUIREMENTS

|       |   |     |
|-------|---|-----|
| _____ | BS 202 Principles of Marketing          | 3.0 |
| _____ | BS 460 Ethical Applications in Business | 3.0 |

### TRANSFER EQUIVALENTS

|       |  |
|-------|--|
| _____ | <u>MKTG200 PRINCIPLES OF MARKETING</u> |
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**Electives: 5 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 |

|       |                                       |
|-------|---------------------------------------|
| _____ | <u>BS311 ADVERTISING</u>              |
| _____ | <u>BUSN201 INTERNATIONAL BUSINESS</u> |
| _____ | _____                                 |
| _____ | _____                                 |
| _____ | _____                                 |
| _____ | <u>MKTG120 SALES</u>                  |
| _____ | _____                                 |
| _____ | _____                                 |

### One Capstone Course

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

|       |                                    |
|-------|------------------------------------|
| _____ | <u>MKTG202 MANAGERIAL MARKETIN</u> |
|-------|------------------------------------|

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.