

MARKETING MINOR

As of 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 minor.

AQUINAS REQUIREMENTS

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

TRANSFER EQUIVALENTS

_____	BA 270 Marketing
_____	_____

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	_____	BA 288 Intro to International Business
_____	BS 316 International Marketing	3.0	_____	_____
_____	BS 342 Digital Marketing	3.0	_____	_____
_____	BS 357 Public Relations (WI)	3.0	_____	_____
_____	BS/PG 360 Consumer Behavior	3.0	_____	_____
_____	BS 397 Field Experience	3.0	_____	_____
_____	BS 414 Supply Chain Management	3.0	_____	_____
_____	BS 415 Sales Management	3.0	_____	BA 172 Sales
_____	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.

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