

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 minor.

AQUINAS REQUIREMENTS

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

TRANSFER EQUIVALENTS

_____	BUS 260 Principles of Marketing
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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

_____	BUS 263 ADVERTISING DYNAMICS
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_____	_____
_____	_____
_____	BUS 161A EFFECTIVE SELLING
_____	_____
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One Capstone Course

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

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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.

