

## Marian University 2018 - 2019 Adult Studies

Student's Name: \_\_\_\_\_

**Marketing Department**

Date: \_\_\_\_\_

**Minor: Marketing**

Transfer students must complete one-third of their credits in the minor at Marian University.

<b>MARKETING MINOR</b>									
<b>15-18 credits as follows:</b>									
<b>9-12 credits:</b>									
COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			
BUA 101*	Introduction to Business	3		X	X				
MKT 201	Principles of Marketing	3	ENG 105 or ENG 230 or appropriate English placement test score	X	X				
MKT 302	Principles of Advertising	3	MKT 201		X				
MKT XXX	Marketing elective	3	MKT 201	X	X				
<b>6 credits from the following:</b>									
ART 201	Design	3			X				
ART 203	Introduction to Graphic Arts	3		X	X				
ART 205	Digital Imaging	3	ART 203	X					
ART 207	Computer Illustration	3	ART 203		X				
BUA 303	Population and Demography	3	SOC 100 or PSY 101 and MAT 122, BUA 210 or CRJ 214	E					
COM 202	Writing for Media	3		X					
COM 215	Introduction to Public Relations	3			X				
COM 302	Intercultural Communication	3			X				

X Offered every year  
 E Offered in even years (2016-17, 2018-19, etc.)  
 O Offered in odd years (2017-18, 2019-20, etc.)  
 \* Offered at discretion of faculty as needed

6 credits of electives from the Marketing major requirements continued:									
COURSE ID	COURSE TITLE	CR	PREREQUISITES	COURSE CYCLE			ADVISOR COMMENTS	CR	GR
				SEM I	SEM II	SUM			
COM 315	Public Relations Writing and Practice	3	COM 215 and ENG 105, ENG 106 or ENG 230	X					
COM 322	Argumentation and Persuasion	3		E					
COM 333	Computer Applications for Communication	3		X					
COM 420	Professional Presentations	3	COM 232	X					
MKT 311	Consumer Behavior	3	MKT 201	X					
MKT 318	Personal Selling Skills	3	MKT 201	*	*				
MKT 322	Sales Management	3	MKT 201		X				
MKT 400	Marketing Management	3	MKT 201, MKT 302	X					
MKT 401	Marketing Research	3	MKT 201; MAT 122 or MAT 123 or BUA 210	*	*				
MKT 402	Marketing Seminar	3	MKT 201	*	*				
MKT 404	Special Topics	3	MKT 201						
SRM 422	Sport & Recreation Marketing	3	MKT 201	X					
TEC 214	Web Design and E-Commerce	3	TEC 102 or TEC 200	X					

\*BUA 101 is required for students not pursuing a business major; it is not required for students completing the business core.

**COMPLETION OF DEGREE REQUIREMENTS:**

**Minor Requirements**

Total number of credits completed at Marian within the minor (1/3 required): \_\_\_\_\_

All additional minors have at least 9 unique credits:  Yes  No

- X Offered every year
- E Offered in even years (2016-17, 2018-19, etc.)
- O Offered in odd years (2017-18, 2019-20, etc.)
- \* Offered at discretion of faculty as needed