

MARKETING, MINOR (FOR NON-BUSINESS MAJORS)

A minor in a Business discipline is available to students from the other Colleges at Roosevelt University. These minors are recommended for students who want to enhance their academic programs with business related coursework. Non-Business students may minor in only one Business discipline. Students must complete all prerequisites for courses in their chosen minor discipline. All minor courses require a grade of C- or better. At least four of the six required courses must be taken at Roosevelt University. Students with questions regarding Business minors should consult the Assistant Dean of Students or designee.

Requirements

The Marketing minor for non-business majors gives students the opportunity to learn the basics of marketing.

A non-Business student who wishes to take a Marketing minor must take six classes total. At least four of the courses must be taken at Roosevelt University, and all courses must be passed with grades of C- or higher. Students must complete all prerequisites for courses in their chosen minor area.

Minor Core Classes

MKTG 302	PRINCIPLES OF MARKETING	3
----------	-------------------------	---

Minor Electives

Five 300-level Marketing Electives	15
------------------------------------	----

Total Credit Hours	18
--------------------	----