

MARKETING, MINOR (FOR BUSINESS MAJORS)

The Marketing minor for business majors provides students with a basic understanding of marketing. Courses include: Consumer Behavior; Principles of Advertising; Marketing Research; Marketing Strategy & Planning.

Requirements

The requirements are four courses in Marketing at the 300 level without overlap with the major requirements. At least three of the courses must be taken at Roosevelt University, and all courses must be passed with grades of C- or higher with an average of at least 2.0. Students must complete all prerequisites for courses in their chosen minor area.

Code	Title	Credit Hours
MKTG 331	PRINCIPLES OF ADVERTISING	3
MKTG 340	MARKETING RESEARCH	3
MKTG 344	MARKETING STRATEGY & PLANNING	3
MKTG 386	CONSUMER BEHAVIOR	3
Total Credit Hours		12