

# MARKETING MINOR

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Department: Marketing (<https://catalog.bradley.edu/undergraduate/business/marketing/>)

While marketing majors have a variety of in-depth exposures to this important and productive field, other students at Bradley may benefit from marketing courses as well. The marketing minor enhances other programs of study and provides career flexibility. Students with a minor in marketing will:

- Benefit from enhanced employment opportunities;
- Develop an understanding of the marketing and customer issues applicable to all firms; and
- Learn communication skills that will facilitate cross-functional relationships with marketing personnel.

Transfer policies for minors are the same as those for Foster College of Business majors. Grades of "D" in business courses will not be accepted as transfer hours in the Foster College of Business, but may be counted by the university. Prior approval of transfer credit must be secured from the chair of the Department of Marketing. A minimum cumulative GPA of 2.00 must be earned in all courses taken at Bradley and in the minor.

Marketing minors whose major is also from the Foster College of must have at least 12 hours in courses that are unique from those used to fulfill their major requirement.

The marketing minors are not open to marketing majors. A student may not be awarded more than one of the three minors offered by the Department of Marketing.

## Marketing Minor Requirements

Code	Title	Hours
ECO 100	Introduction to Economics	3.0
or ECO 221	Principles of Microeconomics	
MTG 315	Principles of Marketing	3.0
Select 9 hours of Marketing Electives numbered 300 or above		9.0
<b>Total Hours</b>		<b>15</b>