

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. The Marketing minor is highly compatible with the following majors: All majors within the Heller College of Business, Psychology, Integrated Marketing Communications, Sociology, Anthropology, and Economics

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 with an average of at least 2.0. Students must complete all prerequisites for courses in their chosen minor area.

Code	Title	Credit Hours
Minor Core Classes		
MKTG 302	PRINCIPLES OF MARKETING	3
Minor Electives		
Five 300-level Marketing Electives		15
Total Credit Hours		18