

# MINOR IN MARKETING

## Requirement Sheet

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### Welcome to the Zeigler College of Business Marketing Minor

The minor in Marketing is designed to provide students majoring in disciplines both within and outside of the Zeigler College of Business with a broad exposure to marketing theory and technique. The minor is designed so students will have the critical knowledge necessary to apply marketing practices successfully to their major discipline, be that in the business or nonprofit organizational environment.

The minor in Marketing will strengthen your portfolio if you plan on pursuing business employment upon graduation, as well as enhance your knowledge of the business world, an environment you deal with on a daily basis. In addition, the minor in Marketing will provide you with prerequisites needed to enter most MBA programs if you choose to do so.

The following sequence of courses is recommended, and the courses are required:

	Course	Semester	Grade
Year 1:	ECON 121 - Economics I		
	ECON 122 - Economics 2		
Year 2:	ECON 256 - B & E Statistics		
	MKTG 310 - Principles of Marketing		
Year 3:	MKTG 330 - Consumer Behavior		
	*MKTG 440 - Marketing Research		
Year 4:	MKTG 460 - Marketing Management		
	MKTG xxx - Marketing Elective		
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\* ECON 121, ECON 256, and PSYCH 101 are prerequisites, which may be used to fulfill two of the four social sciences (Group B) general education requirements.

**Please note:** A minimum of 12 of the 18 credits must be taken at Bloomsburg University. Transcript notation will read "Minor: Marketing."