

Minor in Marketing

Available to all students except those completing a BSBA degree

BGSU.

COLLEGE
OF BUSINESS
ADMINISTRATION

MARKETING

21 Credit Hours Required*:

1. ECON 200 Introduction to Economics (3)
(or any higher-level ECON course)
2. One of the following: (3)
 - ACCT 200 Accounting Concepts for Non-business Students
 - or ACCT 221 Accounting and Business Concepts I
 - or MGMT 305 Principles of Organization and Management
3. MKT 300 Principles of Marketing for Non-Business Majors (3)
4. MKT 302 Consumer Behavior (3)
5. Three of the following: (9)
 - MKT 320 Marketing Research
 - MKT 350 Business-to-Business Marketing
 - MKT 400 Topics in Marketing
 - MKT 405 Services Marketing
 - MKT 408 Introduction to Promotion ** or MKT 410 Marketing Communication and Promotion **
 - MKT 412 Advertising Management
 - MKT 415 Managing the Service Experience
 - MKT 416 Servicescape Design
 - MKT 425 Creativity in Marketing
 - MKT 430 Retail Management
 - MKT 435 Marketing on the Internet
 - MKT 440 Professional Selling
 - MKT 442 Sales Management
 - MKT 445 Product Planning
 - MKT 455 International Marketing

Notes:

* **Students must achieve a grade of C or better in all courses taken for the minor.**

** Credit is not allowed for both MKT 408 and MKT 410.

All students must complete at least 15 credit hours toward the minor that are not counted in the student's major or specialization or in another minor. Substitute courses must be approved by the department.

The total number of hours earned in College of Business Administration courses may not exceed 25 percent or 30 hours of the 122 minimum needed for graduation, counting the major and minor (six hours of STAT and nine hours of ECON are exempt from this limitation).

Students must meet prerequisites in effect at the time of course enrollment. Check course prerequisites at <http://webapps.bgsu.edu/courses/search.php>.

For further information contact:

Dr. Greg Rich, Chair
Department of Marketing
234 Business Administration Building
(419) 372-2041

Frequently Asked Questions About the Marketing Minor

Where do I sign up to have a minor in Marketing?

You sign up for your minor in your college office (the college office of your major). It is generally recommended that you check after a few weeks to make sure the minor declaration has been processed.

If I am a Marketing minor, does this guarantee that I will gain admittance to the Marketing course I choose?

Generally speaking, our Marketing courses are popular and often in high demand. Therefore, there is not always a sufficient number of sections of certain courses to accommodate student demand in any given semester. Since we are also concerned about the quality of the educational experience in our courses, we are committed to maintain the class sizes necessary to ensure this quality. While every effort will be made to accommodate your preferences, some degree of flexibility should be maintained with respect to both the courses you elect to take and the semester in which you take them.

Who should I contact if I have questions about the Marketing minor?

You may contact the Department of Marketing at 372-2041 to make an appointment with the Marketing Department Chair.