

MINOR IN MARKETING

The Minor in Marketing is designed to offer both breadth and flexibility in accommodating specific student learning and career interests. Students must meet with the Marketing Minor Coordinator to discuss the selection of appropriate courses to strengthen their major area of study.

For further information about policies related to minors, see the Program Policies (catalog.bentley.edu/undergraduate/degree-requirements/#minorspolicies) page.

Required Prerequisite Course

Course	Title	Credits
MK 250	Marketing Essentials	3

Program Requirements

Course	Title	Credits
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Please note: Some courses have pre-requisites that must be completed before beginning the minor.

Required Courses

Select two of the following Foundations of Marketing courses: 6

MK 321	Consumer Behavior
MK 322	Marketing Research
MK 332	Promotional Strategy

Select two Applied Marketing or Professional Sales courses from the following: 6

MK 340-400, 411
PRS 300-400

Total Credits 12