

# ANNOUNCING

## MINOR in Marketing for Business Majors



Students who are pursuing a four-year degree may combine formal study in Marketing as they pursue a major in one of the functional areas. Students who elect this program must notify their advisor before the end of their junior year.

Requirements (12 credit hours):

- ♦ BUS-M301 Introduction to Marketing Management

**Select one:**

- ♦ BUS-M401 International Marketing
- ♦ BUS-M405 Consumer Behavior
- ♦ BUS-M415 Advertising and Promotion Management

**Select two:**

- ♦ BUS-M303 Marketing Research
- ♦ BUS-M418 Advertising Strategy
- ♦ BUS-M419 Retail Management
- ♦ BUS-M426 Sales Management
- ♦ BUS-M450 Marketing Strategy

Students must attain a minimum cumulative grade point average of 2.0 (C) in all four of the courses taken for the minor and not less than a C grade in each course. Please note that these courses may not be taken by correspondence study or independent study; they also may not be studied through an internship.

For more information, please contact IU South Bend School of Business and Economics at (574) 520-4323.