

Marketing Minor

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Required

Marketing:		
MKTG 2110	Principles of Marketing *	3
Economics:		
ECON 1031	Introduction to Business Economics	3
or ECON 1041	Principles of Macroeconomics	
Marketing electives - select four courses from the following:		12
MKTG 3113/5113	Consumer Behavior	
MKTG 3143	Advertising and Promotion	
MKTG 3146/5146	Digital Advertising	
MKTG 3148/5148	Digital Customer Experience	
MKTG 3153	Professional Selling	
MKTG 3154	Sales Management	
MKTG 3155	Business to Business Marketing	
MKTG 3156	Services Marketing	
MKTG 3163	Distribution and Logistics	
MKTG 3166	Retail Management	
MKTG 3173	Product Management	
MKTG 3176/5176	Global Marketing	
MKTG 3178/5178	Global Trade Practices	
ENTR 3583/5583	Entrepreneurship	
MKTG 3595	Value Based Pricing	
MKTG 4150	Advertising Campaign Development	
Business electives - select one course from the following:		3
Accounting:		
ACCT 2120	Principles of Financial Accounting	
Management:		
MGMT 3965/5965	Organizational Behavior	
Total Hours		21

* MKTG 2110 has prerequisite of either ECON 1031 or ECON 1041. ECON 1031 or ECON 1041 will satisfy the Quantitative Reasoning requirement of the UNIFI/General Education program.

This minor is only available to non-business majors.

Policies

Note: A copy of the Wilson College policies may be obtained at <https://business.uni.edu/students/advising/uni-college-business-policies>. Enrollment in upper division (3000/4000-level) business courses requires satisfactory completion of the Wilson College of Business admission requirements and any course prerequisites.

Marketing majors *may* declare a double major, double minor, and/or major and minor within the Wilson College of Business, subject to the regulations imposed by those Wilson College of Business departments affected. Marketing majors minoring within the Wilson College of Business must select minors designated for business majors. Marketing majors may not declare more than one emphasis in Marketing. Wilson College of Business students cannot minor in Marketing.

All students majoring in business must complete 50% of their major coursework in the Wilson College of Business at UNI. Major coursework would include any undergraduate, credit-bearing, graded course taught in the Wilson College of Business at UNI. Business courses taken at UNI as credit/no credit do not qualify. A minimum of 10 credits must be upper division (3000-4000 level courses). In addition, a minimum of nine graded hours must be earned in 3000/4000-level UNI Marketing courses. A student must earn a 2.20 cumulative grade point average at UNI; and earn an overall 2.20 grade point average in business-designated courses taken at UNI.

The Wilson College of Business limits the number of courses that can be counted towards major specific requirements across the College. The College will allow students to double count one major specific course between majors, with the following exceptions. These exceptions include major combinations which allow two double-counted courses:

- MIS/Business Analytics
- Real Estate/Finance: Financial Management or Investments
- Business Analytics/Economics: Business Economics

This guideline is not applicable to the business core. There are no limitations to the number of courses that can be double-counted towards minors and/or certificates within the College.

The Marketing and Entrepreneurship Department may impose additional admission requirements for students wishing to declare a minor or a second Wilson College of Business major. Eligibility to declare a minor or a second Wilson College of Business major is based on competitive GPA and space availability.

Related Programs

- Entrepreneurship Minor
- Marketing B.A.