

# Minor in Marketing

---

This program is for students interested in complementing their major discipline (either another field of business other than marketing, or a non-business field) with a minor in marketing.

## Admission Requirements

The following admission standards must be fulfilled to become eligible to officially declare the marketing minor:

1. Fulfill the University's General Education Requirement (See the Academic Catalog or Schedule of Classes for details on fulfilling the General Education Requirement).
2. Complete at least 45 credit hours of course work, including General Education Courses, with a cumulative grade point average of 2.00 or higher.
3. Declare a major in the student's area of study.
4. Contact the Office of Program Advisement at (773) 442-6111 in the College of Business and Management to schedule an advisement appointment to officially declare a marketing minor.

## Program Requirements

Marketing Minors must earn a 2.50 or higher GPA for all required and elective courses with a total of 15 credit hours in the Minor.

## University Core Curriculum Requirements

General Education Distribution Area	Cr. Hrs.
<b>Fine Arts (FA)*</b> 2 courses, from at least two of the following areas of study: Art, CMT (Mass Media or Theatre), Music (includes Dance).	6
<b>Humanities (HU)*</b> 3 courses, from at least two of the following areas of study: CMT (Communication), English, Linguistics, Philosophy, Women's and Gender Studies, World Languages and Cultures, (Note: No more than two foreign language courses may be used to fulfill this requirement.)	9
<b>Behavioral/Social Sciences (SB)*</b> 3 courses, from at least two of the following areas of study: African & African American Studies, Anthropology, Computer Science, Economics, Geography & Environmental Studies, History, Justice Studies, Latino & Latin American Studies, Political Science, Psychology, Sociology, Social Work	9
<b>Natural Sciences (NS and NSL)**</b> 3 courses, from at least two of the following areas of study; one course must have a laboratory component (NSL): Biology, Chemistry, Earth Science, Environmental Science, Physics (Note: If an FYE ANTH that counts as Natural Science is taken, only one Biology course may be used for Natural Science).	9

### Engaged Learning Experiences

Students must complete, at Northeastern, three courses designated as Engaged Learning Experiences courses. One of the Engaged Learning Experiences courses must be at the 300-level, and one Engaged Learning Experiences course must be designated as "Boundary Crossing".

### Discipline Specific (ELE-DS)

These courses have pre-requisites that are specific courses within a program of study. Discipline Specific courses give students a deeper understanding of how knowledge is created and applied in their field.

### Boundary Crossing (ELE-X)

These are courses that cross disciplinary boundaries and/or cross boundaries through engagements outside the classroom or University allowing students to see how knowledge gained in one field might inform other fields or other aspects of society.

**Math/Quantitative Reasoning (MA)**

1 Math course, that has intermediate Algebra as prerequisite OR is a course listed on the General Education Distributive Learning List of Approved Courses. Any 3 hour college level math course, beyond Intermediate Algebra, meets this requirement.

- \* Majors in Fine Arts, Humanities or Social/Behavioral Sciences, may waive up to 6 credit hours of General Education requirements in the corresponding distribution area.
- \*\* Majors in Natural Sciences may waive up to 9 credit hours of General Education requirements in the Natural Sciences distribution area.

Students should also be aware of all other university requirements to obtain a degree - NEIU requirements (<http://catalog.neiu.edu/graduation-requirements/bachelors-degree/>)

**Minor in Marketing requirements**

Code	Title	Hours
<b>Required Courses</b>		<b>6</b>
MKTG-350	Principles Of Marketing	
MKTG-351	Consumer Behavior	
<b>Three Elective Courses From The List Below</b>		<b>9</b>
MKTG-352	Integrated Marketing Communication	
MKTG-353	Marketing Research	
MKTG-354	Personal Selling	
MKTG-355	Digital Marketing	
MKTG-356	Retail Management	
MKTG-357	Sales Management	
MKTG-361	Social Media Marketing	
MKTG-362	Mobile Marketing	
ART-281	Graphic Design I	
CMTM-370	Public Relations	
CS-300	Client Side Web Development	
ECON-310	Writing Intensive Program: Business And Economic Statistics II	
<b>Total Hours</b>		<b>15</b>

NOTE: All prerequisites for a course above must be met in order for it to be authorized.