



Minor in Marketing

The ACADEMIC MINOR is a secondary area/field of specialized study for Grand View University baccalaureate degree candidates. Students seeking to complete the requirements for an academic minor earn between 18 and 24 semester hours of credit in a second field/area of study. Students who already hold a baccalaureate degree are eligible to complete the requirements for an academic minor, but are not awarded a second baccalaureate degree for their work.

Students who select a baccalaureate degree minor must earn at least six hours in their minor field of study at Grand View University and must earn a 2.2 GPA in courses required for the minor.

Requirements for the Minor: 18 credits

Required Courses:

Essential Competencies-Outcome Iterations
****Transfer courses do not receive outcome iterations****

				CI	IL	W	O	Q	GA	V
	BSAD 202	Entrepreneurship and Business Fundamentals	3							
	BSAD 315	Marketing	3							
	BSAD 351	Consumer Behavior	3							

Take three courses from:

				CI	IL	W	O	Q	GA	V
	BSAD 320	Advertising and Promotional Strategies	3							
	BSAD 325	Web Design and Development for E-Commerce	3							
	BSAD 416	Sport Marketing	3							
	BSAD 423	Strategic Marketing	3							
	BSAD 430	Special Topics	3							
	BSAD 452	Service Management Capstone Seminar	3		x		x		x	x
	COMM 355	Public Relations Principles	3							
	POLS/SOCS 350	Social Science Research Methods	3	x	x	x		x		

This information must be used in conjunction with the 2019-2020 Grand View University Catalog and does not reflect a student's official record of progress. Students are expected to use the Progress tool found on myView > GV Self Service when monitoring and planning coursework. Other available resources include: Course Planning Documents (found on myView under Academics) and the faculty and staff who work with academic requirements.