

# MINOR IN MARKETING

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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](https://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
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MK 321	Consumer Behavior
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MK 322	Marketing Research
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MK 332	Promotional Strategy
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Select two Applied Marketing or Professional Sales courses from the following:	6
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MK 340-400, 411
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PRS 300-400
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<b>Total Credits</b>	<b>12</b>
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