

MINOR IN MARKETING

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) page.

Required Prerequisite Course

Course	Title	Credits
MK 250	Marketing Essentials	3

Program Requirements

Course	Title	Credits
Please note: Some courses have pre-requisites that must be completed before beginning the minor.		
Select one of the following Foundations of Marketing courses:		3
MK 321	Consumer Behavior	
MK 322	Marketing Research	
Select any additional three MK courses of the 300-level or 400-level.		9
Total Credits		12