

## MARKETING MINOR REQUIREMENTS

The Marketing Minor requires students to complete 21 credits (7 courses) as outlined below. Students in the Marketing Major are not eligible for this minor.

### Minor Requirements

Take all four of these required courses:

BC 290 <sup>1</sup>	Professional Written Communication & Critical Analysis	3cr	Pre-requisite: ENGL 102; and CMWA score or B- or better in BC 230; and 30 credits
MSIS 111L <sup>1,2</sup>	Managerial Statistics	3cr	Pre- or co-requisite: MSIS 110
MKT 301 <sup>1</sup>	Principles of Marketing	3cr	Pre-requisite: B- or better in BC 290; 60 credits
MKT 310	Data Analysis for Marketing Management	3cr	Pre-requisite: MKT 301L MSIS 111L <sup>2</sup> & 60 credits

### Minor Electives

Choose three Marketing Electives from the list below:

MKT 403	Integrated Marketing Communication	3cr	Pre-requisite: BC 290, MKT 301 & 60 credits
MKT 405	Internet Marketing	3cr	Pre-requisite: MKT 301 & 60 credits
MKT 407	Services Marketing	3cr	Pre-requisite: MKT 301 & 60 credits
MKT 408	Consumer Behavior	3cr	Pre-requisite: BC 290, MKT 301 & 60 credits
MKT 409	Customer Relationship Management	3cr	Pre-requisite: MKT 301 & 60 credits
MKT 430	International Marketing	3cr	Pre-requisite: BC 290, MKT 301 & 60 credits
MKT 441	Social Media & E-Services	3cr	Pre-requisite: MKT 301 & 60 credits
MKT 458	Marketing Analytics	3cr	Pre-requisite: MKT 301 & 60 credits
MKT 465	Entrepreneurship Sales & Marketing	3cr	Pre-requisite: B- or better in BC 290; 60 credits
MKT 478	Special Topics in Marketing	3cr	Pre-requisite: varies; see section description
MKT 479	Digital Marketing	3cr	Pre-requisite: MKT 301 & 60 credits

<sup>1</sup>: Business majors complete these courses as part of the Business Core; 4 additional, unique courses are needed to complete this minor.

<sup>2</sup>: MSIS 111L is the preferred statistics course, however the following courses are approved alternatives: ECON 205, IT 111L, MATH 125, PSYCH 370, SOCIOL 350

## ADMISSION TO THE MARKETING MINOR

**Non-Business Majors** must meet the following requirements to be accepted to this minor:

- 2.75 UMass Boston GPA based on at least 12 graded credits with no incomplete grades;
- Applying before you earn 45 credits is recommended.
- Students must apply using the [Change of Program](#) form on the [Registrar's website](#).

### Business Majors

- Met the admission criteria for this minor when they enrolled in their initial Business major. No additional admission requirements for this minor exist.
- Students must still apply using the [Change of Program](#) form on the [Registrar's website](#).

Applications are reviewed periodically throughout the semester and students will be emailed the review decision. Admission will always be effective the semester following acceptance.

## ADVISING AND REGISTRATION GUIDANCE

- Due to the sequential nature of the requirements and some elective options, students must plan to complete this minor over the course of at least 4 semesters; 5-6 semesters is advised.
- Students should consult their degree audit and the information above to track progress in the minor. When individual advising is needed, CM students should connect with their assigned Academic Advisor and students outside of CM can meet with any Academic Advisor in the College of Management.
- Students in this minor will have delayed access to enroll in courses that are required for their minor only. Access will be granted on the Partnership Program date found on the [CM Registration Request Form](#) Page.
- Non-CM students pursuing this minor will need to use the [Registration Request Form](#) to enroll in CM courses.
- Students must have a minimum of a 2.0 GPA in the minor courses at the time of graduation to be awarded this minor.
- No more than one course in this minor, outside of courses being used in the Business Core, can be reused in the major or another minor.