

PLAN OF STUDY
MINOR IN BUSINESS ADMINISTRATION
 TO BE COMPLETED WITH ACADEMIC ADVISOR
 Call 215-895-2110 or STOP in Matheson Hall, Rm 012 for an appointment
Marketing

Name: _____
 (Last) (First) (Middle Initial)

Student ID#: _____

Date Prepared: ____/____/____

Signature of Business Advisor

Expected Date of Graduation: ____/____/____

Major: _____
 (Name)

MINOR PLAN OF STUDY (TO BE COMPLETED WITH COUNSELOR)

<u>Course Name</u>	<u>X if required in curriculum</u>	<u>Course Number</u>	<u>Credits</u>	<u>Term/Year Planned</u>	<u>Term/Year Completed</u>
<u>Required Courses</u>					
Introduction to Marketing Management		MKTG 301	4		
Seminar in Marketing Strategy		MKTG 380	4		
<u>Select 4 of the following Courses</u>					
Sales Management		MKTG 321	4		
Advertising and Advertising Management		MKTG 322	4		
Marketing Channels and Distribution Systems		MKTG 324	4		
Marketing Research		MKTG 326	4		
Professional Personal Selling		MKTG 344	4		
New Product Development and Marketing		MKTG 347	4		
Services Marketing		MKTG 348	4		
Marketing for Nonprofit Organizations		MKTG 351	4		
Sales Promotion		MKTG 352	4		
Business-to-Business Marketing		MKTG 353	4		
Direct Marketing		MKTG 355	4		
Consumer Behavior		MKTG 356	4		
International Marketing		MKTG 357	4		
Transportation and Logistics		MKTG 358	4		

Total Credits Planned _____

Credits Taken _____

REQUIREMENTS:

1. A minimum of **24** quarter credits **and** a minimum of **6** courses are required to complete the Minor in Business Administration/Marketing.
2. No more than 2 courses or 8 credits (or 3 courses and 9 credits if classes were taken under the “old curriculum”) that are required by the students major may be counted towards the Business Minor.
3. A grade of “C” (2.0) or better must be earned for each course in the Minor for it to be counted toward the Minor.
4. No more than two transfer courses may be used to complete the Minor. Transfer Credits must be taken before matriculated at Drexel.
5. Students in the process of completing a degree granting program out of the Goodwin College of Evening and Professional Studies, (BS or BSCOEPS), may enroll in 700 sections of the courses they choose that meet the business minor. All other students in the process of completing a degree granting programs out of other colleges within the University must enroll in the 500 sections of the courses they choose that meet the business minor.
6. Check the pre-requisites of all classes when making your selection of electives. **It is the students responsibility to know pre-requisites.**