

COLLEGE OF BUSINESS • BSBA • MINOR PROGRAM: ADVERTISING

Certificate Code: 00002

Version Number: 19973

Effective Date: FALL 1996

MINOR PROGRAM: ADVERTISING
I. MINOR PROGRAM (33 credits)

RC CR GR

A. Business Core (21 credits):			
1. ACC 121 Financial Accounting	3		
2. ACC 122 Managerial Accounting ¹	3		
3. BUS 120 Business Statistics ²	3		
4. BUS 131 Business Law I	3		
5. BUS 171 Business Info. Systems	3		
6. ECO 011 Princ. of Microeconomics	3		
7. ECO 012 Princ. of Macroeconomics	3		

B. Required Courses (18 credits):

1. MKT 210 Principles of Marketing ³	3		
2. MKT 312 Consumer Behavior ^{4,5}	3		
3. MKT 350 Advertising Management ^{4,5}	3		
4. MKT 351 Media Concepts & Planning ⁶	3		
5. MKT 357 Advertising Campaigns ^{6,8}	3		
6. MKT 358 MKT Communications Mgt. ^{6,7,9}	3		

NOTES: If you register for a course without the prerequisites you will be dropped from the course.

BSBA MARKETING majors may NOT elect this minor.

All prerequisites must be satisfied, check catalog for prerequisites.

For more information, contact the Department of Business Admin., DF 233.

1. Prerequisites: ACC 121, BUS 171.

2. Prerequisite: Minimum grade of a "C" in MAT 105 or a "C" in a higher level math course.

3. Prerequisites: 42 credits completed, ECO 011 or ECO 012.

4. Prerequisites: ACC 121, ACC 122, BUS 120, BUS 131, BUS 171, ECO 011, and ECO 012 completed with a 2.00 average in all seven courses.

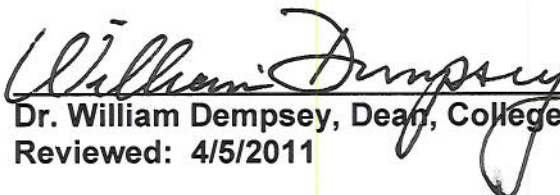
5. Prerequisite: MKT 210.

6. Prerequisites: MKT 350.

7. Prerequisites: Senior standing – 90+ credits, and MKT 357.

8. Fall only offering.

9. Spring only offering.


 Dr. William Dempsey, Dean, College of Business
 Reviewed: 4/5/2011