

# Minor in Business Administration - Marketing

## Degree Type

Minor

Students can balance their major area of interest with an essential skill set to gain insight into a business's external functions with a minor in marketing. Students who have a background in marketing will have an idea of what it means to work as a team member and will be able to help companies become more leading players in the changing atmosphere in society. The minor in Business Administration/Marketing is available only to students majoring outside of the Marketing major.

This minor requires at least 18 semester hours, of which 12 credits must be taken at Leighton. No matter what the student's major is, the knowledge and skills acquired through the Business Administration minor will serve the graduates well upon graduation, helping them in their job search and their ability to hold a successful career.

Leighton's 18-credit Business Administration/Marketing minor is open to students from any program except for business administration/management majors. Program participants will gain the foundational fluency in basic business terminologies, concepts, and current business practices; financial accounting; the concept of the supply changing and its management are covered in the course from product-level development, sourcing, production, and logistics, as well as the information systems needed to coordinate these activities. Other areas covered include marketing and concepts in management and effectiveness of the advertisement enterprises, retailing, and consumer behavior.

## Program Requirements

The Business Administration/ Marketing Minor will be posted on a student's academic transcript but not on the diploma. The requirements below must be met for the completion of the minor in Marketing:

- The minor requires fewer than 18 academic credits, with at least nine credits at the upper level (300- or 400-level courses).
- No courses completed in one minor may be used to satisfy the requirements in another minor.
- At least two of the required foundation courses (or six credits) must be taken at Leighton.
- At least one upper-division credits applied to the minor must be taken at Leighton University.
- Course grades below "C-" do not count towards a the minor.

## Lower Division Program Courses

At least two course from the following to total 9 credit hours:

Code #	Title	Credits
ACCT 150	Financial Accounting	3
ECON 203	Introduction to Business	3
MAKT 210	Introduction to Supply Chain Management	3
MAKT 201	Principles of Marketing	3

# Upper Division Program Courses

Select at least two from the following to satisfy six credit hours:

<b>Code #</b>	<b>Title</b>	<b>Credits</b>
MAKT 302	Consumer Behavior	3
MAKT 314	Advertising/Sales Promotion	3
MAKT 332	Retailing Fundamentals	3
MAKT 341	Consultative Selling	3
<b>Total Credits</b>		<b>18</b>