



Promote Yourself!

Siena Heights University's Marketing Minor

Add a Marketing Minor to Your Degree!

The Siena Heights University Marketing minor is offered for students who would like to complement their major programs (often Multidisciplinary Studies or Bachelor of Applied Science programs) with coursework that will lend a specialization to their degree. Specifically, students pursuing the Marketing minor can gain knowledge in such fields as product placement, promotion and market research. The Marketing minor is a total of 21 semester hours (see below) requiring a 12 semester hour residency at the 300/400 level at Siena Heights University. Business majors may not complete a Marketing minor.

The Marketing Minor Curriculum

Cognate Requirements

ACC 203 Principles of Accounting I
BAM 201 Business Communications
or
BAM 441 Communications Skills for Managers
ECO 221 Microeconomics
or
ECO 222 Macroeconomics

Marketing Requirements

MKT 310 Marketing Principles and Cases
Marketing (MKT) Elective 1
Marketing (MKT) Elective 2
Marketing (MKT) Elective 3

Five Major Reasons to Complete a Minor!

1. Completing a minor gives "focus" to your Bachelor's Degree.
2. If you are seeking a position in a certain field related to one of the Siena Heights University minors, completing that minor can make your resume more attractive by giving you the ability to list your studies in that field.
3. Completing a minor takes the ambiguity out of choosing which classes to take...your required coursework is clearly laid out for you.
4. Many students find completing a minor to be more attainable than completing a full major in a certain area.
5. Completing a minor can be one more accomplishment in which you can take great pride as you finish your Bachelor's Degree completion goal.

Siena Heights University-Monroe Center

734.384.4133

www.sienaheights.edu/mccc

Think **HIGHER**

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