

Student ID: _____
Student Name: _____
Advisor Name: _____

Catalog: 2024-2025 Undergraduate Catalog
Program: Marketing, Minor

Marketing, Minor

No grade lower than "C-" will satisfy minor requirements.

Students must complete at least 9 hours of the minor at Peru State College.

Required Courses

Course Name	Credit Hours	Term Taken	Grade	Gen Ed
BUS 328 - Principles of Marketing	3 Credit Hours			
BUS 329 - Integrated Marketing Communications	3 Credit Hours			
BUS 347 - Consumer Behavior	3 Credit Hours			
BUS 348 - Retail Management & Merchandising	3 Credit Hours			
BUS 350 - Professional Selling	3 Credit Hours			
BUS 355 - E-Marketing	3 Credit Hours			
CMIS 410 - Web Page Development & Programming	3 Credit Hours			

Minor Total: 21

Notes: