

MARKETING

(FOR MASS COMMUNICATIONS MAJORS)

MINOR CONCENTRATION

A minor concentration requires a minimum of six courses, representing at least eighteen credits, in the minor field of study. In addition, a department may add academic prerequisites or requirements in related fields, but the total will not exceed 60% of the department's major program requirements. Minor requirements are listed under departmental entries. In order to complete requirements for a minor, the student must take the majority of credits in the minor field at King's. Minor areas of concentration (minors) are permitted but not required.

Monitoring of student progress in pursuing a minor in **Marketing for Mass Communication majors** is necessary to enhance the student learning experience. Therefore, a written declaration must be submitted by the student to the Registrar.

Minor Requirements <i>(6 courses –18 credits)</i>	Credits
CIS 110 Introduction to Computer Applications for Business OR CIS 119 Spreadsheet Analysis OR COMM 115 Computer Applications for Mass Communications	3
MSB 210 Principles of Marketing	3
MKT 315 Consumer Behavior	3
<i>Plus:</i> Three (3) of the following Marketing electives: MKT 325, MKT 330, MKT 350, MKT 360, MKT 385, MKT 390, MKT 450, MKT 480/IB 450	9

For more information regarding the **Marketing for Mass Comm** minor including but not limited to course descriptions and department chairpersons, please visit the online college course catalog.