



Wells College

Name: \_\_\_\_\_

Advisor: \_\_\_\_\_

Graduation Year: \_\_\_\_\_

## Marketing Minor

The total number of courses required for the minor is 7 (20-22 semester hours).

### Requirements:

#### All of the following (15 sem. hrs.)

- BUS 100 Principles of Business (3 sem. hrs.)
- BUS 201 Principles of Management (3 sem. hrs.)
- BUS 202 Principles of Marketing (3 sem. hrs.)
- BUS 204 Business Analytics (3 sem. hrs.)
- BUS 302 Brand Management (3 sem. hrs.)

#### Select two of the following courses for a total of 5-7 sem. hrs.

- ART 127 Introduction to Graphic Design (3 sem. hrs.)
- ART 261 Photographic Digital Imaging (sem. hrs.)
- ART 390 Internship in Studio Art (2-4 sem. hrs)
- ARTH 285 Topics in Art History (3 sem. hrs.)
- BUS 213 Principles of Accounting I (3 sem. hrs.)
- BUS 250 Innovation: Creative Problem Solving (3 sem. hrs.)
- BUS 350 Business Strategy (3 sem. hrs.)
- BUS 360 Strategic Marketing, Data & E-commerce (3 sem. hrs.)
- BUS 368 Sales & Sales Management (3 sem. hrs.)
- ECON 101 Principles of Macroeconomics (3 sem. hrs.)
- ECON 102 Principles of Microeconomics (3 sem. hrs.)
- FMS 101 Introduction to Cinema Studies (3 sem. hrs.)
- PSY 370 Sensation and Perception (3 sem. hrs.)
- SOC 331 Mass Media and Society (3 sem. hrs.)
- THEA 201 Arts Management (3 sem. hrs.)
- VART 315 Professional Visual Arts Practices (3 sem. hrs.)

# What can I do with this major?

See below for examples of what you can do with a Business major after graduation!  
For more information, see the full results at <http://whatcanidowiththismajor.com/major/>

## Area of Specialty

- Management
- Sales
- Insurance
- Banking
- Human Resources Management
- Real Estate
- Entrepreneurship
- Sport Management (see minor)
- Healthcare Management (see minor)

## Areas of employment

- Government
- Non-Profits
- Private Companies
- Insurance Firms
- Real Estate Firms
- Banks
- Retail Stores
- Healthcare Organizations
- Educational Institutions

- Gaining relevant experience through part-time and summer jobs or internships is critical.
- Learn about various fields of business through research on internet sites, informational interviews of professionals, and exposure to work environments through shadowing, volunteering, or interning.
- Develop interpersonal and organizational skills through participation in and leadership of student organizations. Strong communication skills, including public speaking, are also important to achieving success in this field.
- Learn to work effectively with a wide variety of people and to work well in a team environment.
- Develop and utilize a personal network of contacts. Once in a position, find an experienced mentor.
- Consider earning an MBA or other related graduate degree after gaining work experience to reach the highest levels of business management.