



Springfield College Marketing Minor ▼ 2023-2024

If you matriculated to Springfield College in 2023-2024, use this as a guide for completing the Marketing minor. Requirements listed for this minor are subject to change—use your online degree audit for the most accurate information. Always confirm your plans with your minor advisor or the chairperson of the Business Administration department.

MARK Minor – 15 Credits Required

BUSM 150, Introduction to Business (3 cr)

BUSM 221, Principles of Marketing (3 cr)

You must select **three courses** (9 credits) from the following:

BUSM 318, Advertising (3 cr)

BUSM 345, Consumer Behavior (3 cr)

BUSM 347, Marketing Research (3 cr)

BUSM 365, Sales and Selling (3 cr)

BUSM 370, Electronic Commerce (3 cr)

BUSM 372, Services Business Managing and Marketing (3 cr)

BUSM 377, Social Media Marketing (3 cr)

BUSM 425, Marketing Management (3 cr)