Add a Marketing Minor to Your Degree!
The Siena Heights University marketing minor is offered for students who would like to complement their major program 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-hour residency at the 300/400 level at Siena Heights University. Business Administration majors may not complete a Marketing minor.

The Marketing Minor Curriculum
Cognate Requirements (9)
BUSA 201 Principles of Accounting I at LMC
BUSA 210 Business Communications at LMC
or
BAM 441 Communication Skills for Managers at SHU
BUSA 204 or 203 Micro or Macroeconomics at LMC

Marketing Requirements (12)
BUSA 209 Principles of Marketing at LMC or MKT 310 Principles and Cases in Marketing at SHU
Marketing Elective 300/400
Marketing Elective 300/400
Marketing Elective 300/400

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!

Call or email today!
(866) 937-2748 | online@sienaheights.edu | www.sienaheights.edu/online