

DEPARTMENT OF MANAGEMENT

MINOR REQUIREMENTS FOR MARKETING & OPERATIONS MANAGEMENT

A GPA of a least 2.50 must be obtained over the five courses in the minor. A student from outside the Jon M. Huntsman School of Business who desires to pursue any of these minors must recognize that there are several prerequisites to the required courses. Specifically, many of the courses require college algebra, accounting, and/or statistics. Further, marketing minors must earn a B- or better in MGT 3500 and Operations Management minors must earn a B- or better in MGT 3700 to be eligible to continue in those respective programs. All 3000- and 4000-level courses require that the student have an overall GPA of 2.67 or greater as a prerequisite.

MARKETING MINOR:

STAT 2300	Business Statistics	4 cr.
MGT 3110	Mgmt of Org. & People	3 cr.
MGT 3500	Fundamentals of Marketing	3 cr.

Choose 2 of the following:

MGT 4510	Buyer Behavior	3 cr.
MGT 4540	Marketing Institutions	3 cr.
MGT 4530	Market Research	3 cr.
MGT 4550	Promotion Management	3 cr.

Total: 16 semester credits

OPERATIONS MINOR:

MGT 3500	Fundamentals of Marketing	3 cr.
MGT 3700	Operations Management	3 cr.
MGT 4720	Production Planning & Control	3 cr.

Choose two of the following:

MGT 3080	Operations Research	3 cr.
MGT 4750	Production Simulation	3 cr.
MGT 4790	Supply Chain Management	3 cr.
MGT 5730	Process Analysis & Improvement	3 cr.

Total: 15 semester credits

The Jon M. Huntsman School of Business Programs and Advising Center offers a general business minor which appeals to many non-business majors. Please visit the advisors in BUS 309 for more information.

Revised: 03.01.09