

MINOR IN MARKETING COMMUNICATIONS

Minor in Marketing Communications

The minor in marketing communications provides a pathway for students majoring in disciplines outside of the Eberhardt School of Business to learn the principles of marketing communications. The minor is not intended as a substitute for the broad in-depth coverage found in the Bachelor of Science in Business Administration.

Students must complete a minimum of 20 units with a Pacific minor grade point average of 2.0 to earn the minor in marketing communications. All courses in the minor must be taken at Pacific.

Minor Requirements

All five of the following courses must be taken to complete the minor in Marketing Communications

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| BUSI 107 | Marketing Management | 4 |
| BUSI 148 | Promotions Management | 4 |
| BUSI 147 | Consumer Behavior | 4 |
| BUSI 151 | Digital Marketing | 4 |
| BUSI 165 | International Marketing | 4 |