

## Entrepreneurship Minor (Last Revised 11/2019)

The Entrepreneurship minor will be an extension of the already existing Entrepreneurship certificate. The minor will entail the same classes as the Entrepreneurship certificate (currently 15 hours) with the addition of one elective course from the Marketing Department and one elective course from the student's field of study.

### Entrepreneurship Minor (21 hours)

		Credit
BUSINESS 2010	<b>Entrepreneurial Fundamentals</b> (Sophomore standing)	3 hrs.
ECON 1031	<b>Introduction to Economics</b> (ECON 1041 <u>AND</u> ECON 1051 will substitute for ECON 1031. No credit for students who have credit or are concurrently enrolled in ECON 1041 <u>OR</u> ECON 1051)	3 hrs.
MKTG 2110	<b>Principles of Marketing</b> (Sophomore standing; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3583/5583	<b>Entrepreneurship</b> (BUSINESS 2010 or (ACCT 2120; ACCT 2130; Pre-req: FIN 3130/5130; STAT 1772 <u>OR</u> equivalent <u>AND</u> ECON 1011); MKTG 2110; ECON 1031 <u>OR</u> (ECON 1041 <u>AND</u> ECON 1051))	3 hrs.
MKTG 3586/5586	<b>Entrepreneurial Strategy</b> (BUSINESS 2010 <u>OR</u> (ACCT 2120; ACCT 2130; FIN 3130/5130; STAT 1772 <u>OR</u> equivalent; ECON 1011); MKTG 2110; ECON 1031 <u>OR</u> (ECON 1041 <u>AND</u> ECON 1051))	3 hrs.

### Marketing Electives (Select 3 hours)

MKTG 3113/5113	<b>Consumer Behavior</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3116/5116	<b>Marketing Research</b> (Junior standing; MKTG 2110; MGMT 2080; STAT 1772 <u>OR</u> equivalent; ECON 1011; ECON 1021; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3143	<b>Advertising and Promotion</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3146	<b>Digital Advertising</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3153	<b>Personal Selling</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3154	<b>Sales Management</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3156	<b>Services Marketing</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3163	<b>Distribution and Logistics</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3166	<b>Retail Management</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3173	<b>New Product Management</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3176/5176	<b>Global Marketing</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3178/5178	<b>Global Trade Practices</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3595	<b>Value Based Pricing</b> (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.

### Field of Study (3 hours)

<b>+ One course required within the student's declared major*</b>	3 hrs.
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\*See an advisor for details

For more information, contact Laurie Watje at BCS 128D, 319-273-2020, or [laurie.watje@uni.edu](mailto:laurie.watje@uni.edu)

**Disclosure:** All non-business major students pursuing this minor must meet the following guidelines:

- 1) Have a 2.5 cumulative GPA at time of declaration of minor
- 2) Meet all course pre-requisites, including the 60 total credit hours or more to take upper level business courses
- 3) Cannot take more than 6 credit hours of upper level business courses in the same semester
- 4) Cannot take more than 15 total credit hours of upper level business courses, including transfer and courses taken at UNI
- 5) Cannot take more than 30 total credit hours of business courses, including transfer and courses taken at UNI

**Important: Non-business major students who want to pursue this minor should meet with an academic advisor in CBB 5 to ensure completion will align with student's graduation timeline. Students will need to meet with a College of Business Advisor after College of Business priority registration has concluded to enroll in any business courses except ECON 1041, ECON 1051, and/or ECON 1031.**