

Entrepreneurship Minor (Last Revised 12/2023)

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
ENTR 2010	Financials for the Entrepreneurial Enterprise (Sophomore standing)	3 hrs.
ECON 1031	Introduction to Economics (ECON 1041 <u>OR</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	Principles of Marketing (ECON 1031 <u>OR</u> ECON 1041 <u>OR</u> ECON 1051)	3 hrs.
ENTR 3583/5583	Entrepreneurship (Junior standing) (Business Majors; Admittance into the College of Business) (Non-Business Majors; ENTR 2010)	3 hrs.
ENTR 3586/5586	Entrepreneurial Strategy (Junior standing; ENTR 3583/5583)	3 hrs.

Marketing Electives (Select 3 hours)

MKTG 3113/5113	Consumer Behavior (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3116/5116	Marketing Research (Junior standing; MKTG 2110; MGMT 2080; STAT 1772 <u>OR</u> equivalent; ECON 1011; ECON 2090; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3143	Advertising and Promotion (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3146	Digital Advertising (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3153	Professional Selling (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3154	Sales Management (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3156	Services Marketing (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3163	Distribution and Logistics (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3166	Retail Management (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041) (Spring only)	3 hrs.
MKTG 3173	Product Management (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041) (fall only)	3 hrs.
MKTG 3176/5176	Global Marketing (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041) (Fall only)	3 hrs.
MKTG 3178/5178	Global Trade Practices (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3595	Value Based Pricing (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.

Field of Study (3 hours)

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

For more information, contact Patrick Luensmann at BCS 013R, 319-273-4335, or patrick.luensmann@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 Wilson College of Business Advisor after Wilson College of Business priority registration has concluded to enroll in any business courses except ECON 1041, ECON 1051, and/or ECON 1031.