

BRAND MANAGEMENT (MINOR)

Admission Requirements

- Students must meet with a college advisor/student success counselor to declare a minor and review the course requirements.

Program Progression and Additional Graduation Requirements

- A grade of C or higher is required in all courses for the minor.
- A minimum of 12 credits of the minor must be completed at FGCU.
- A minimum of 9 credits must be upper division (3000-4999 level) courses.
- Students desiring certification of a minor and designation on their academic transcript must:
 - Note the minor on the Application for Graduation.
 - Contact a college advisor/student success counselor to certify completion of all course requirements for the declared minor as listed below.

Program Requirements

Code	Title	Credits
Required Courses in the Minor		(15 credits)
MAR 3023	Introduction to Marketing	3
MAR 4711	Entertainmnt & Sports Branding	3
MAR 4725	Intro to Influencer Marketing	3
MAR 4831	Brand Strategies	3
MAR 4832	Product & Brand Management	3

Total Credits Required: 15