

# PERSONAL BRAND ENTREPRENEURSHIP MINOR

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With introductory content intended for first-year and second-year students of any major, this minor offers students an introduction to the entrepreneurial, personal finance, legal, and marketing aspects of a person-as-brand business, including name-image-likeness and media-content based industries.

## Requirements

The courses required for this minor are at the 2000-level and thus are not subject to the restrictions on Business minors or limits on the number of Business courses available to non-Business students described in the School of Business section of this catalog. Courses towards the minor must be unique to the minor and cannot be used to fulfill the requirements of any other major or minor.

To receive a minor in Personal Brand Entrepreneurship, a student must complete the following four (4) three-credit courses offered by the School of Business.

Course	Title	Credits
BUSN/BADM 2235	Personal Financial Literacy	3
MENT/BADM 2236	Content Entrepreneurship	3
MKTG/BADM 2237	Personal Brand Management	3
BLAW/BADM 2238	Legal Aspects of Personal Brand Management	3
<b>Total Credits</b>		<b>12</b>

Course seats for non-Business students pursuing this minor can be found in the Business Administration (BADM) course description section of the Catalog. Access to courses for this minor is on a space available basis, and the School of Business cannot guarantee completion of this minor.

The minor is offered by the School of Business. For more information, contact the Undergraduate Programs Office, School of Business, room 248, or phone (860) 486-2315.