

JOHN A. WALKER
COLLEGE OF BUSINESS
MARKETING MINOR (352)
Fall 2017 – Summer 2018

Students **not majoring in the College of Business** may earn a marketing minor by completion of the following 18 hours of coursework:

- I. **Required courses:** **9 sh**
- ACC 1050 (Survey of Accounting) **or** ACC 2100 (Principles of Accounting I) prereq: 24 ehs
ECO 2030 Principles of Microeconomics
MKT 3050 Principles of Marketing (min. grade "C" required) (prereq: ECO 2030)
- II. **Three marketing elective courses taken from the following:** **9 sh**
- MKT 3215 Professional Selling (prereq: MKT 3050 with minimum grade of "C")
MKT 3220 Sales Management (prereq: MKT 3050 with a minimum grade of "C")
MKT 3240 Integrated Marketing Communications (prereq: MKT 3050 with a minimum grade of "C")
MKT 3260 Managing Distribution Channels (prereq: MKT 3050 with a minimum grade of "C")
MKT 3270 Consumer Behavior (prereq: MKT 3050 with a minimum grade of "C")
MKT 3280 Business-to-Business Buyer Behavior (prereq: MKT 3050 with a minimum grade of "C")
MKT 3285 Retail Management (prereq: MKT 3050 with minimum grade of "C") (*on demand*)
MKT 3290 Services Marketing (prereq: MKT 3050 with minimum grade of "C") (*on demand*)
MKT 3295 New Product Development and Branding (prereq: MKT 3050 with a minimum grade of "C") (*on demand*)
MKT 3530-49 Selected Topics (*on demand*)
MKT 3900* Marketing Internship - MKT 3900 is a 3 or 6 sh course, but only 3 of these hours may apply to meeting the requirements for the minor.
- or
- MKT 3910* Sales Internship - MKT 3910 is a 3 or 6 sh course, but only 3 of these hours may apply to meeting the requirements for the minor.
- MKT 4530-49 Selected Topics (*on demand*)
MKT 4550 International Marketing (prereq: MKT 3050 with a minimum grade of "C")
MKT 4560 Advanced Sales Techniques (prereq: MKT 3215)
MKT 4620 Marketing Research (prereq: MKT 3050 with a minimum grade of "C" and ECO 2200)

*Students may only count 3 s.h of either MKT 3900 or MKT 3910 towards the marketing electives requirement. The internship cannot be the last credits earned.

Total 18 sh

Students are advised to take all 2000 level courses prior to the 3000 level courses in the minor. Students may take a maximum of five business courses at the 3000-level or above, including graduate-level courses (unless more are specifically listed as required on the Program of Study for a non-business major, a required concentration, or a required minor). Prerequisites for 3000 level and 4000 level business courses, in addition to course specific prerequisites, are as follows: 54 earned hours for 3000 level business courses and 84 earned hours and a minimum grade of "C" in any Writing in the Discipline (WID) course for 4000 level business courses.

A minimum overall GPA of 2.0 is required for the courses included in the minor.

No more than one business minor can be declared by a non-business major.

For Additional Information Contact:
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