

MARKETING MINOR

Marketing Minor Requirements

To obtain a minor in marketing, students must earn 12 credits in marketing beyond the business core requirement (MKT 201) with a minimum GPA of 2.0. The 12 credits must be allocated as follows:

Required Courses

| | | |
|---------|--------------------|---|
| MKT 311 | Consumer Behavior | 3 |
| MKT 312 | Marketing Research | 3 |

Elective Courses

Select two of the following: 6

A maximum of one course at the 300-level

A minimum of one course at the 400-level

A minimum of 12 credits is required for the minor.