

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
MKT 312	Marketing Research

Elective Courses

Select two of the following:

A maximum of one course at the 300-level

A minimum of one course at the 400-level