

# MARKETING MINOR

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## 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.