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:

   ECO 2030  Principles of Economics - Price Theory  3 s.h.
   ACC 2100  Principles of Accounting I (ND) (formerly ACC 1100)  3 s.h.
   or
   ACC 1050  Survey of Accounting
   MKT 3050  Principles of Marketing (prereq: ECO 2030)  3 s.h.

II. Three marketing elective courses taken from the following:  9 s.h.

   MKT 3052  Professional Selling(S)(prereq: MKT 3050 with minimum grade of "C")
   MKT 3210  Retail Management (prereq: MKT 3050 with minimum grade of "C") – (on demand)
   MKT 3220  Sales Management(S)(prereq: MKT 3050 with a minimum grade of "C")
   MKT 3230  Business-to-Business Marketing (prereq: MKT 3050 with a minimum grade of "C") – (on demand)
   MKT 3240  Integrated Marketing Communications(W)(prereq: MKT 3050 with a minimum grade of "C")
   MKT 3260  Managing Distribution Channels(W)(prereq: MKT 3050 with a minimum grade of "C")
   MKT 3530-49 Selected Topics
   MKT 3900  Internship - MKT 3900 is a 6 s.h. course, but only 3 of these semester hours may apply to meeting the requirements for the minor.
   MKT 4530-49 Selected Topics
   MKT 4550  International Marketing(MC)(prereq: MKT 3050 with a minimum grade of "C")
   MKT 4610  Consumer Behavior(MC)(CD)(prereq: MKT 3050 with a minimum grade of "C")
   MKT 4620  Marketing Research(W)(ND)(prereq: MKT 3050 with a minimum grade of "C" and ECO 2200)

   Total  18 s.h.

Students are advised to take all 1000/2000-level courses prior to the 3000-level courses in the minor. ECO 2030 can also be used to satisfy General Education requirements. Students not admitted to the College of Business may take at most five business courses at the 3000 or 4000 level (unless more is required by a business minor or non-business major). Students must meet all eligibility requirements to take 3000-4000 level business courses. A minimum overall GPA of 2.0 is required for the courses included in the minor.

For Additional Information Contact:

Undergraduate Advising Office
2126 Raley Hall
(828) 262-2700

This check sheet was updated to reflect new course numbers, titles and prerequisites effective fall 2011. Changes made after fall 2011 are not reflected on this check sheet.