JOHN A. WALKER  
COLLEGE OF BUSINESS  
MARKETING MINOR (352)  
Fall 2008 – Summer 2009 (revised 5/4/2015)

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.**

**NO MORE THAN ONE BUSINESS MINOR CAN BE DECLARED BY A NON-BUSINESS MAJOR.**

For Additional Information Contact:

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