

JOHN A. WALKER
COLLEGE OF BUSINESS
MARKETING MINOR (352)
Fall 2011 – Summer 2012 (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 (formerly ACC 1100)(prereq: 24 ehs)	3 s.h.
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 (prereq: MKT 3050 with minimum grade of "C")	
MKT 3210	Retail Management (prereq: MKT 3050 with minimum grade of "C") (<i>on demand</i>)	
MKT 3220	Sales Management (prereq: MKT 3050 with a minimum grade of "C")	
MKT 3230	Business-to-Business Marketing (prereq: MKT 3050 with a minimum grade of "C") – (<i>on demand</i>)	
MKT 3240	Integrated Marketing Communications (prereq: MKT 3050 with a minimum grade of "C")	
MKT 3260	Managing Distribution Channels (prereq: MKT 3050 with a minimum grade of "C")	
MKT 3530-49	Selected Topics (<i>on demand</i>)	
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 (<i>on demand</i>)	
MKT 4550	International Marketing (prereq: MKT 3050 with a minimum grade of "C")	
MKT 4610	Consumer Behavior (prereq: MKT 3050 with a minimum grade of "C")	
MKT 4620	Marketing Research (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 satisfied 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.**

Students must have 57 hours to take 3000 level COB core courses, 60 hours to take any other 3000 level COB course, and 90 hours to take any 4000 level COB course. In addition, students not admitted to the COB must have a minimum GPA of 2.0 to take 3000/4000 level business classes. In addition to other prerequisites, a minimum grade of "C" in ENG 3100 or BE 3340 is required prior to taking any 4000 level business courses.

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

For Additional Information Contact:

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