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:** 9 sh
   - ACC 1050 *(Survey of Accounting) or ACC 2100 (Principles of Accounting I)* (prereq: 24 ehs
   - ECO 2030 *Principles of Microeconomics*
   - MKT 3050 *Principles of Marketing* (min. grade “C” required) (prereq: ECO 2030)

II. **Three marketing elective courses taken from the following:** 9 sh
   - MKT 3215 *Professional Selling* (prereq: MKT 3050 with minimum grade of "C")
   - MKT 3220 *Sales Management* (prereq: MKT 3050 with a minimum grade of "C")
   - 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 3270 *Consumer Behavior* (prereq: MKT 3050 with a minimum grade of "C")
   - MKT 3280 *Business-to-Business Buyer Behavior* (prereq: MKT 3050 with a minimum grade of "C")
   - MKT 3285 *Retail Management* (prereq: MKT 3050 with minimum grade of "C") *(on demand)*
   - MKT 3290 *Services Marketing* (prereq: MKT 3050 with minimum grade of "C") *(on demand)*
   - MKT 3295 *New Product Development and Branding* (prereq: MKT 3050 with minimum grade of “C”) *(on demand)*
   - MKT 3530-49 *Selected Topics* *(on demand)*
   - MKT 3900* *Marketing Internship* - MKT 3900 is a 3 or 6 sh course, but only 3 of these hours may apply to meeting the requirements for the minor.
      
      or
   - MKT 3910* *Sales Internship* - MKT 3910 is a 3 or 6 sh course, but only 3 of these hours may apply to meeting the requirements for the minor.
   - MKT 4530-49 *Selected Topics* *(on demand)*
   - MKT 4550 *International Marketing* (prereq: MKT 3050 with a minimum grade of "C")
   - MKT 4560 *Advanced Sales Techniques* (prereq: MKT 3215)
   - MKT 4620 *Marketing Research* (prereq: MKT 3050 with a minimum grade of "C" and ECO 2200)

*Students may only count 3 s.h of either MKT 3900 or MKT 3910 towards the marketing electives requirement.
The internship cannot be the last credits earned.

**Total 18 sh**

Students are advised to take all 2000 level courses prior to the 3000 level courses in the minor. Students may take a maximum of five business courses at the 3000-level or above, including graduate-level courses (unless more are specifically listed as required on the Program of Study for a non-business major, a required concentration, or a required minor). Prerequisites for 3000 level and 4000 level business courses, in addition to course specific prerequisites, are as follows: 54 earned hours for 3000 level business courses and 84 earned hours and a minimum grade of “C” in any Writing in the Discipline (WID) course for 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 Peacock Hall
(828) 262-2700