

JOHN A. WALKER  
COLLEGE OF BUSINESS  
**MARKETING MINOR (352)**  
**Fall 2016-Summer 2017**

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 a 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  
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