

JOHN A. WALKER
COLLEGE OF BUSINESS
MARKETING MINOR (352)
Fall 1997 Onward

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 1100	Principles of Accounting I (ND)	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(S) (prereq: MKT 3050 with minimum grade of "C")	
MKT 3210	Retail Management (prereq: MKT 3050 with minimum grade of "C")	
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") - (<u>on demand</u>)	
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 4620/3250	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 as a social science credit for the core curriculum 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.**

Comments:

Student

Approved

Date

For Additional Information Contact:

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