MINOR IN MARKETING FOR BUSINESS STUDENTS

Minor Area of Specialization in Marketing for Business Students (People & Society)

The 12-credit-hour minor in Marketing for Miami Business School students consists of 9 credit hours of Marketing courses beyond the core course MKT 201/MKT 301, as follows:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Course</td>
<td>Foundations of Marketing (taken as part of the Business Core; pre-requisite for all other MKT courses)</td>
<td>1, 2</td>
</tr>
<tr>
<td>MKT 201/</td>
<td>or MKT 301</td>
<td></td>
</tr>
</tbody>
</table>

Choice Courses for the Minor

Select three courses (9 credit hours) from the Department of Marketing 3

Total Credit Hours 9

1 Important Note: In order to pursue the minor in Marketing, a student must earn a grade of “B” (grade point average of 3.0) or higher in MKT 201/MKT 301 (note that a grade of “B-” does not qualify).

2 MKT 201 is intended for freshman business students. MKT 301 is an equivalent course, but is intended for students at the sophomore level or higher. Students may not take both MKT 201 and MKT 301.

3 All courses must be taken within the current pre-requisite structure.

* Note: All specific coursework for the minor in Marketing must be completed with a grade of “C-” or higher (except for the minimum “B” grade required for MKT 201/MKT 301, as noted). A minimum cumulative GPA of 2.5 is required for all specific coursework taken in this minor area of specialization. All graded departmental courses in Marketing will be calculated into the minor GPA.