

MINOR IN MARKETING FOR BUSINESS STUDENTS

Overview

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

The 15-credit-hour minor in Marketing for Miami Herbert Business School students consists of 9 credit hours of Marketing courses beyond the required courses MKT 201/MKT 301 and MKT 302.

Curriculum Requirements

Code	Title	Credit Hours
Required Courses		
MKT 201/ or MKT 301	Foundations of Marketing (taken as part of the Business Core; pre-requisite for all other MKT courses) ^{1, 2} Marketing Foundations	3
MKT 302	Marketing Research and Market Analysis (pre-requisites MKT 201/ MKT 301 & MAS 202 or MAS 312)	3
Choice Courses for the Minor		
Select three courses (9 credit hours) from the Department of Marketing ³		9
Total Credit Hours		15

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. At most, one course (3 credit hours) identified as STEM may be selected from the available choice courses.

* **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.