

MINOR IN MARKETING FOR NON-BUSINESS STUDENTS

Overview

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

Non-Business students in any school or college may pursue a minor in Marketing. Interested students should consult with an academic advisor *in the School or College of their degree/major* to determine if a minor in Marketing is acceptable. If so, neither advice nor consent from either the Office of Undergraduate Business Education or the Marketing Department is necessary for a student to choose or complete a Marketing minor. Instead the non-business student should simply declare the minor and complete the required 15 credit hours of Marketing courses.

Curriculum Requirements

Code	Title	Credit Hours
Required Course		
MKT 301	Marketing Foundations (pre-requisite for all other MKT courses) ¹	3
Choice Courses for the Minor		
Select four courses (12 credit hours) at the 300 level or above from the Department of Marketing. ²		12
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 301 (note that a grade of "B-" does not qualify).

² All courses must be taken within the current pre-requisite structure. At most, two courses (6 credit hours) identified as STEM may be selected from the available choice courses. MKT 301 is excluded from the 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 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.