

## MARKETING MINOR (MKT)

A minimum 2.50 UW institution GPA is required to apply for a College of Business Minor.

**It is the student's responsibility to monitor requirements for minor.**

- The cumulative minor GPA must be a 2.50 at graduation.
- A minimum grade of "C" is required for each minor course.
- Prerequisites must be completed prior to the first day of classes.
- Non-business majors are allowed to take up to 30 credit hours of COB courses.
- The Advanced Business Standing prerequisite is waived for non-business majors but individual course prerequisites are not waived.
- It is your responsibility to monitor all prerequisites.
- Additional courses may be required to meet individual course prerequisites (review UW Catalog for specific course requirements).

Course	Hours	
<u>Required:</u>	(12 hours)	
MKT 3210	(3)	Introduction to Marketing
MKT 4240	(3)	Consumer Behavior
MKT 4520	(3)	Marketing Research & Analysis
MKT 4450*	(3)	Advanced Marketing Management
<b>*Complete your final semester—Marketing Capstone class</b>		
<u>Choose three courses from the following:</u>	(9 hours)	
MKT 3110	(3)	Marketing Ethics
MKT 3310	(3)	Professional & Technical Selling
MKT 4230	(3)	Integrated Mkt Communication
MKT 4540	(3)	International Marketing
MKT 4590	(3)	Sustainable Business Practices
MKT 4910	(3)	Selected Topics
<b>Excludes MKT 4430</b>		
Minimum hours for minor = 21		

Effective fall 2018

6/18/18