

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
*Complete your final semester—Marketing Capstone class		
<u>Choose three courses from the following:</u>	(9 hours)	
MKT 3110	(3)	Marketing Ethics
MKT 4210	(3)	Sales Mgt & Professional Selling
MKT 4230	(3)	Integrated Mkt Communication
MKT 4540	(3)	International Marketing
MKT 4590	(3)	Sustainable Business Practices
MKT 4910	(3)	Selected Topics
Excludes MKT 4430		
Minimum hours for minor = 21		