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.

Minimum hours for minor = 21

 Additional courses may be required to meet individual course prerequisites (review UW Catalog for specific course requirements).

Course		Hours	
Required:	(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			
Choose three courses from the following: (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			