

# MARKETING MINOR

---

The Marketing Minor is for non-business majors who want to learn marketing skills, but without pursuing a full degree option in business and is a popular choice for a variety of different students across MU including but not limited to the following majors: Art/Design, Communications, Psychology and Economics.

## ***Regulations Governing Minor Course Work***

1. There shall be a minimum of 18.0 credit hours with a minimum Millersville QPA of 2.0.
2. Only one course which counts toward your major may be counted toward your minor.
3. Courses that count toward a minor are also eligible to be used to satisfy the current University-wide General Education requirements subject to normal distribution requirements.
4. At least two courses should be at the upper-division level (300-400). Exceptions may be requested upon evidence of program depth.
5. No course needed for the minor may be taken Pass-Fail.
6. One-half or more of the work required for the minor must be completed at Millersville University.
7. No student may minor in his or her major.

## **Minor in Marketing**

<b>Code</b>	<b>Title</b>	<b>Hours</b>
<b>MARKETING MINOR REQUIREMENTS</b>		
Intro to Business - Choose 1 of the following:		3
BUAD 101A	Introduction to Business	
BUAD 101B	Introduction to Business	
BUAD 231	Principles of Marketing	3
MKTG 431	Marketing Research	3
MKTG 436	Marketing Strategy	3
Marketing Electives - Choose 2 classes from:		
Any 33-level MKTG course(s)		
Any 43-level MKTG course(s)		
MKTG 405	Topics in Marketing	
<b>Total Hours</b>		<b>12</b>