

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

Code	Title	Hours
MARKETING MINOR REQUIREMENTS		
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	
Total Hours		12