MARKETING MINOR

**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**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUAD 101A</td>
<td>Introduction to Business</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 101B</td>
<td>Introduction to Business</td>
<td></td>
</tr>
<tr>
<td>BUAD 231</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 431</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 436</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 405</td>
<td>Topics in Marketing</td>
<td></td>
</tr>
</tbody>
</table>

**MARKETING MINOR REQUIREMENTS**

*Intro to Business - Choose 1 of the following:*
- BUAD 101A: Introduction to Business
- BUAD 101B: Introduction to Business
- BUAD 231: Principles of Marketing
- MKTG 431: Marketing Research
- MKTG 436: Marketing Strategy

*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