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

Code | Title | Hours
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**MARKETING MINOR REQUIREMENTS**
BUAD 101A | Introduction to Business | 3
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**