

Marketing Minor - 2005-06

Name _____

ID _____

The marketing minor is not available to Business Administration majors.
Management and Technology Management majors may earn the marketing minor if at least 15 credit hours are unique to the minor.

The marketing minor requires 25 hours including:

Core Requirements:

___	BISF	231	3	Principles of Marketing
___	BISF	352	3	Management Analysis and Practice
___	BISF	410	3	Marketing Research
___	BISF	460	3	Consumer Behavior
___	ECOF	201	4	Principle of Microeconomics

Select three (3) elective from:

___	BISF	312	3	Professional Selling
___	BISF	313	3	Retailing
___	BISF	345	3	Selected Topics in Marketing
___	BISF	380	3	International Marketing
___	BISF	412	3	Advertising

The minor GPA calculation will be calculated using the university standard.
The minimum grade in the minor is C-.
The minimum GPA for the minor is 2.3.