

Marketing Minor

Fall 2009

Name _____ Advisor _____ Date _____

Admission Requirements:

- Open to both business and non-business majors
- Junior standing (90 credit hours earned)
- Must be admitted to a major program of study
- Non-business majors may not take any business courses other than those required by this minor.

Required Courses: 12 Hours

Course	Title	Qtr(s) Offered*	Prerequisite(s)**
MKT 250 - 4	Principles of Marketing _____	F, W, S, R	EC 204 (or concurrent registration)
MKT 303 - 4	Consumer Behavior _____	F, W, S, R	MKT 250
MKT 446 - 4	Integrated Marketing Communications _____	F, W, S	MKT 250

Elective Courses: 12 Hours (*Choose three of the following*)

MKT 325 - 4	Sports and Event Marketing _____	F, S	MKT 250
MKT 356 - 4	Services Marketing _____	W, S, R	MKT 250
MKT 366 - 4	Personal Selling and Sales Management _____	F, W, S, R	MKT 303
MKT 421 - 4	International Marketing _____	F, W, S, R	MKT 250
MKT 447 - 4	Technologies in Marketing _____	W, S	MKT 250; MIS 300
MKT 451 - 4	Marketing Research** _____	F, W	MKT 303 ("C" req.); MS 204
MKT 452 - 4	Marketing Strategy** _____	W, S	MKT 451 ("C" req.)
MKT 461 - 4	Principles of Retailing _____	W, S	MKT 250
MKT 471 - 4	Business-To-Business Marketing _____	F	MKT 250
MKT 475 - 4	Entrepreneurship _____	F, W, R	MKT 250; FIN 310

*Updated planning schedules are available in 100 Rike Hall during each registration period.

**Non-business majors interested in enrolling in MKT 447, 451, 452, or 475 must complete all prerequisite courses.

***NOTE: All upper-level MKT courses require MKT 250 with a "C" or better grade as a prerequisite.

Marketing Minor Requirements:

- 24 hours required
- 2.0 cumulative gpa required
- Must complete at least 50% of minor courses at WSU

The Marketing minor is not open to Liberal Arts Economics (#330) or Organizational Leadership (#206) majors.