

Student ID: _____
Student Name: _____
Adviser Name: _____

Catalog: 2023-2024 Undergraduate Catalog
Program: Marketing Minor
Minimum Credits Required: _____

Marketing Minor

Marketing Minors must complete a total of 18 hours in the minor area to include:

Program Requirements

Course Name	Term Taken	Grade	Gen Ed
BL 305 - Legal Aspects of Business I (3)			
BU 340 - Business Communications (3)			
MK 310 - Marketing (3)			

Choose three courses from the following

Course Name	Term Taken	Grade	Gen Ed
MK 312 - Consumer Behavior (3)			
MK 313 - Promotion Strategy (3)			
MK 316 - Personal Selling (3)			
MK 411 - International Marketing (3)			
MK 415 - Marketing Policy (3)			
MK 417 - Marketing Research (3)			
MK 420 - Digital Marketing Communication (3)			

Note

A minor in Marketing is not permitted for Business Administration majors.

Minor Note

- At least 18 semester hours in a subject area are required for a minor and at least 6 of these hours must be numbered 300 or above.
- A minimum of 9 hours must be unique between a major and a minor.
- A minimum of 9 hours in the minor must be earned at Avila University.
- A grade of "C" or better must be earned for all graded courses required for the minor.

Notes: