

## **MARKETING MINOR**

The minor in marketing is open to all non-business majors. It provides an excellent opportunity for students in all fields to learn the basic principles of marketing products, services, ideas, places and/or personalities, while enhancing the skill sets valued by employers.

| <b><u>Required Courses</u></b>                                 | <b><u>15 hours</u></b> |
|--|------------------------|
| MKTG 340 Principles of Marketing                               | 3                      |
| MKTG pre-fixed electives ( <b>Excluding MKGT 101 and 201</b> ) | 9                      |
| An elective in ACTG, BLAW, FINC, MGNT, or MKTG                 | 3                      |

**\*\*The requirements listed above are for non-business majors only from 2009-2010 catalog through 2013-2014 catalog**

*Note: Students pursuing a Marketing minor must earn a GPA of at least 2.0 in the course comprising the minor and declaration of minor should be officially declared for the minor at least one semester prior to graduation. At least 50% of the minor courses required for the minor must be taken at Radford University.*