

MARKETING MINOR Catalog 2014-2015

The minor in marketing is open to all majors except Marketing 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.

<u>Required Courses</u>	<u>18 hours</u>
MKTG 340 Principles of Marketing	3
MKTG pre-fixed electives	15

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.