MARKETING, MINOR

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

Program Requirements

Requirement	Credits
Requirements for the Minor	18

Requirements for the Minor

A grade of C or better is required for all courses in the minor, as specified by Senate Policy 59-10 (https://senate.psu.edu/policies-and-rules-for-undergraduate-students/59-00-minors-and-certificates/#59-10).
In addition, at least six credits of the minor must be unique from the prescribed courses required by a student's major(s).

Code	Title	Credits
Prescribed Courses		
Prescribed Courses: Require a grade of C or better		
MKTG 301	Principles of Marketing	3
MKTG 342	Marketing Research	3
Additional Courses		
Additional Courses: Require a grade of C or better		
MKTG 330	Consumer Behavior	3
or MKTG 444	Buyer Behavior and Applied Research	
Supporting Courses and Related Areas		
Supporting Courses and Related Areas: Require a grade of C or better		
Select 9 credits of MKTG courses		9