

MARKETING (MINOR)

This program was approved for students entering the university in the Summer 2025-Spring 2026 catalog year. For more information about catalog year, go to Catalog Year Information (<https://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

Minor in Marketing

Unit: College of Business (BU) (<http://business.louisville.edu/>)

Department: Marketing (<http://business.louisville.edu/marketing/>)

Academic Plan Code(s): MKT_MINOR

The College of Business offers a minor in Marketing available to all University of Louisville students.

Program Requirements

Code	Title	Hours
Marketing Core		
MKT 301	Principles of Marketing ¹	3
Marketing Electives ^{1,2,3}		15
Minimum Total Hours		18

2.0 GPA in Marketing minor program core coursework and a 2.0 cumulative UofL GPA are required for graduation.

¹ SPAD 383 cannot substitute for MKT 301 or be counted as a marketing elective.

² Can include up to 6 hours of 200-level MKT coursework.

³ At least 6 credit hours of MKT electives must be taken at the University of Louisville.

Admission Requirements

Business Majors

Enrollment in College of Business.

Non-Business Majors

Must have completed 51 or more semester hours, with a cumulative grade point average of 2.5 or higher. Students must complete the program prerequisites and earn a GPA of 2.5 or higher in those prerequisites in order to pursue the Marketing Core.

A formal application to the minor is required upon completion of the program prerequisites.