

MARKETING (MINOR)

This program was approved for students entering the university in the Summer 2019–Spring 2020 catalog year. For more information about catalog year, go to Catalog Year Information (<http://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.

To pursue a minor in marketing the student must have completed 51 or more semester hours, with a cumulative grade point average of 2.8 or higher. Students interested in pursuing a minor in Marketing must complete the business program prerequisites. Students must have a grade point average of 2.8 or higher in the business program prerequisites to be permitted to pursue the Marketing program core.

Upon completion of the admission requirements and formal application, the student is admitted into the Minor in Marketing program based on the student's academic performance.

Program Requirements

Code	Title	Hours
Program Prerequisites		
<i>Non-Business students must have a 2.8 GPA in Program Prerequisites before applying for the minor.</i>		
BSTA 301	Business Statistics (previously BSTA 201) ¹	3
ECON 201	Principles of Microeconomics - SB	3
ECON 202	Principles of Macroeconomics - SB	3
Marketing Core		
CIS 205	Information Systems in Organizations	3
CIS 305	Data Analysis for Decision-Making	3
MKT 301	Principles of Marketing ²	3
Marketing Electives (300-level or higher) ^{2,3,4}		9
Minimum Total Hours		27

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

- ¹ The following will also meet the statistics requirement: MATH 109, PSYC 301, SOC 301, CJ 326
- ² SPAD 383 cannot substitute for MKT 301 or be counted as a marketing elective.
- ³ Marketing minors are not permitted to take College of Business Co-ops.
- ⁴ At least 6 hours of MKT electives must be taken at the University of Louisville.