MARKETING (MINOR)

This program was approved for students entering the university in the Summer 2024–Spring 2025 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.

Program Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 301</td>
<td>Principles of Marketing ¹</td>
<td>3</td>
</tr>
<tr>
<td>Marketing Electives ¹,²,³</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Minimum Total Hours</td>
<td>18</td>
<td></td>
</tr>
</tbody>
</table>

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 At least 9 credit hours must be courses designated at the 300-level or higher.
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.