

Minor in Marketing

Minor Code: TBD

Requirements for the Minor

The minor requires 12 semester hours. A 2.00/4.00 grade point average is required for all work completed for the minor. Students majoring in Marketing are not eligible for this minor.

Code	Title	Hours
Prerequisite Courses for Non-Business Students		
Non-business students will be required to take the following Business Core course, or its equivalent, as it is a prerequisite to completing any of the other coursework within the minor.		
MKTG 360	Introduction to Marketing	3
Required Course		
MKTG 461	Consumer Market Behavior	3
Electives		
Select 9 semester hours from among any of the 400-level MKTG courses ^a		9
Total Hours		12

^a Some 400-level marketing courses require prerequisites other than MKTG 360. Students who wish to take these courses need to plan accordingly. Students who take MKTG 469 to fulfill the Global Business Perspective requirement within the Business Core cannot count this course toward the marketing minor.

Enrollment Residence Requirement in the Minor

A student must complete at least one-half of the coursework required for the minor field in residence at the University of Illinois Chicago.