

# MARKETING, MINOR

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**Minimum Total Credit Hours:** 15

**Overall GPA - Combined and OU:** 2.50

**Program Code:** N665

**The requirements for a minor must be completed concurrently with the major degree requirements.**

**No minor may be added by completing courses after receiving the bachelor's degree.**

Students must complete prerequisites for all courses.

A minimum of nine (9) hours must be completed at OU.

No correspondence work may be taken to fulfill requirements.

Courses for the minor may not be taken Pass/No Pass.

All courses beyond MKT 3013 with an MKT designator will be calculated in the minor GPA.

No single course may be used to satisfy a major requirement and a minor requirement. A course may be used, however, to satisfy both a major support requirement and a minor requirement.

- The minor is only available to undergraduate students with a declared major within Price College of Business.
- If the minor is officially declared, successfully completed, and noted on the graduation application, the student's transcript will so indicate at the time the bachelor's degree is posted.

## Required Course

Code	Title	Credit Hours
<b>Prerequisite</b>		
MKT 3013	Principles of Marketing	3
<b>Required</b>		
MKT 3053	Marketing Research	3
MKT 3323	Purchasing and Buyer Behavior	3
MKT 4123	Negotiation and Selling	3
<b>Electives</b>		
Choose 3 hours of upper-division MKT (3000-4000)		3
Total Credit Hours		15