

**REQUIREMENTS FOR THE MINOR**  
**MICHAEL F. PRICE COLLEGE OF BUSINESS**  
**THE UNIVERSITY OF OKLAHOMA**

| Academic Year   |
|---|
| For Students Entering the Oklahoma State System for Higher Education<br>Summer 2024 through Spring 2025 |

| General Requirements                |
|-------------------------------------|
| Minimum Total Credit Hours ..... 15 |

| Program   |
|-----------|
| Marketing |
| N665      |
| Minor     |

**Minimum Total Credit Hours: 15**

**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.

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

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.
- **Students must achieve a minimum 2.50 GPA (OU and overall) in the minor coursework.**

## Required Course

| Code   | Title   | Credit Hours |
|--|---|--------------|
| <b>Prerequisite</b>                              |   |              |
| MKT 3013   | Principles of Marketing and Supply Chain Management | 3            |
| <b>Required</b>                                  |   |              |
| MKT 3053   | Marketing Research                                  | 3            |
| MKT 3323   | Consumer Behavior                                   | 3            |
| MKT 4123   | Professional Selling and Negotiations               | 3            |
| <b>Electives</b>                                 |   |              |
| Choose 3 hours of upper-division MKT (3000-4000) |   | 3            |
| <b>Total Credit Hours</b>                        |   | <b>15</b>    |

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.

More information in the catalog: (<http://ou-public.courseleaf.com/price-business/marketing-supply-chain-management/marketing-minor/>).