

REQUIREMENTS FOR THE MINOR
PRICE COLLEGE OF BUSINESS
THE UNIVERSITY OF OKLAHOMA

Academic Year
For Students Entering the Oklahoma State System for Higher Education Summer 2023 through Spring 2024

General Requirements
Minimum Total Credit Hours 15

Program
Digital Marketing for Non-Business Majors
N293
Minor

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 accepted in the minor will be given permission to enroll in the upper-division credit hours of the minor.

Students must have a 3.0 retention combined grade point average or better at the time of application.

The Marketing Review Committee will evaluate applicants. Acceptance into the program will be based on academic performance in courses, activities, awards, work experience, and other measures indicative of future performance.

Students must complete at least nine (9) minor hours in residence at the University of Oklahoma.

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

Minimum OU and Combined GPA of 2.50 in courses completed in the minor.

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 outside Price College of Business.
- **Students must achieve a minimum 2.50 GPA (OU and overall) in the minor coursework.**

REQUIRED COURSES

Code	Title	Credit Hours
MKT 2013	Introduction to Marketing	3
MKT 3053	Marketing Research	3
MKT 3513	Social Media Marketing	3
MKT 4143	Digital Marketing	3
MKT 4173	Marketing Analytics	3
Total Credit Hours		15

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/digital-marketing-minor-non-business-majors/>).