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

Minimum Total Credit Hours: 15

Program Code: N440

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.

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.

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 Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>MKT 3013</td>
<td>Principles of Marketing</td>
<td>3</td>
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</table>

FRAN 3343
FRAN 3713 Fundamentals of Franchising
FRAN 3723
FRAN 4713

Recommended

The following are recommended:

MKT 3323 Consumer Behavior
MKT 4123 Professional Selling and Negotiations

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.