

# 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 2025 through Spring 2026 |

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

| Program                           |
|-----------------------------------|
| Marketing for Non-Business Majors |
| N668                              |
| 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.

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 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 and Supply Chain Management | 3            |
| MKT 3323                          | Consumer Behavior                                     | 3            |
| MKT 4123                          | Professional Selling and Negotiations                 | 3            |
| Plus choose two of the following: |   | 6            |
| MKT 3513                          | Social Media Marketing                                |              |
| MKT 3343                          | Retailing Management                                  |              |
| MKT 3413                          | New Product Development                               |              |
| MKT 3053                          | Marketing Research                                    |              |
| MKT 4333                          | Marketing Strategy and Policy                         |              |
| MKT 4143                          | Digital Marketing                                     |              |
| <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-non-business-majors/>).