

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 Summer 2024 through Spring 2025

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