

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
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.

All courses beyond MKT 3013 with an MKT designator will be calculated in the minor GPA.

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
Prerequisite		
MKT 3013	Principles of Marketing	3
Required		
MKT 3053	Marketing Research	3
MKT 3323	Consumer Behavior	3
MKT 4123	Professional Selling and Negotiations	3
Electives		
Choose 3 hours of upper-division MKT (3000-4000)		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/marketing-minor/>).