

Minor

Marketing Minor

Requirements

Marketing Minor

A minor in marketing requires the completion of MKTG 311 plus 12 hours of 300/400-level marketing courses. All courses selected must be preceded by listed prerequisites. A grade of C or better is required in MKTG 311 as a prerequisite to upper-level MKTG courses.

For completion of a minor, a student must have a minimum overall cumulative grade point average of 2.00 in all courses specified as a requirement for the minor exclusive of prerequisite courses. In addition, a grade of C- or better is required in all marketing courses counted toward the minor. A minimum of six hours in upper-level courses in the minor must be taken through courses offered by Old Dominion University.