

# Marketing Minor

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## General Requirements

All minors are 15 credit hours or 5 courses, including business core courses.

- Students must attain a 2.0 grade point average for all courses in the minor.
- Students must attain a minimum grade of C- in each course included in the minor.
- All courses in the minor must be on a graded basis.
- A minimum of 9 credit hours of coursework included in the minor must be taken in residence at UMSL.
- One must complete a baccalaureate degree at UMSL in order for a minor to be conferred.
- A minor may be added for up to two years following completion of the baccalaureate degree

## Specific Requirements for the Minor

Available to all students except those pursuing the Bachelor of Science in Business Administration degree. Students must complete:

MKTG 3700	Principles of Marketing	3
Select any four additional upper division marketing electives.		12

## Learning Outcomes

Upon completion of the program, graduates will be able to:

- Students will be able to develop knowledge about the definition of marketing, consumer, and environment.
- Students will be able to identify drivers of consumer behavior and market opportunities and threats.
- Students will be able to interpret marketing research results.
- Students will be able to explain product, price, place, and promotion strategies.