

REQUIREMENTS FOR THE MINOR
MICHAEL F. PRICE COLLEGE OF BUSINESS (price.ou.edu/advising)
THE UNIVERSITY OF OKLAHOMA

GENERAL REQUIREMENTS	
Minimum Total Hours	15
Minimum OU & Combined Retention Grade Point Average in Minor	2.5

<u>Marketing Minor</u> 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.

REQUIRED COURSES		
Prerequisite: MKT 3013 Principles of Marketing	3	<ul style="list-style-type: none"> A minimum of nine (9) hours must be completed at OU. No correspondence work may be taken to fulfill requirements. 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. This minor is only available to students with a declared major within the Price College of Business.
MKT 3053, Marketing Research	3	
MKT 3323, Purchasing and Buyer Behavior	3	
MKT 4123, Negotiation and Selling	3	
3 hours of upper-division MKT (3000-4000)	3	
<hr style="width: 25%; margin-left: 0;"/> <p>Students must complete prerequisites for all courses.</p>		

The minor is available to all undergraduate students with a declared major within the Price College of Business at OU. 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.