Marketing MINOR – Advising Form

Student: __________________________ Student ID#: ____________ Date: ______________

Catalog Year: __________ Major: ___________________ Major Advisor: _________________

Note:
✓ This minor is available to students who have a major other than Business Administration (PBUA/BUAD) with a concentration in Marketing (MKTG).
✓ At least 12 credits from the minor must be completed at Towson University.
✓ All courses must be completed with a grade equivalent of 2.0 or higher.

Key: LIST GRADE (include attempts) E=Enrolled N=Need T=Transferred

REQUIREMENTS for MKTG Minor:

1. **ECON 201/203** Microeconomic Principles __________________________

2. **MKTG 341** Principles of Marketing ________________________________

3. **MKTG 425** Consumer Behavior Analysis ____________________________

4. **MKTG 451** Personal Selling & Sales Management ____________________

5. **MKTG 445** International Marketing ________________________________

6. **COMM 131/132** Fundamentals of Speech Communications ____________
   or
   **THEA 101/102** Acting I __________________________________________

7. Select one (1) from the following: **MKTG 345**, **MKTG 347**, **MKTG 355** or **MKTG 361**
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*Prerequisites checked online during registration: MKTG 341 must be completed with a grade of equivalent to 2.00 or higher before taking any other MKTG course.