

# Slippery Rock University of Pennsylvania – Curriculum Guide

## Minor in Marketing (for BSBA students only)

MINOR REQUIREMENTS (24 credits)				
	Course	Title	Cr	Gr
✓	<b>Required Courses (21 credits)</b>			
	FIN 320	Managerial Finance★	3	
	MGMT 320	Operations Management I★	3	
	MGMT 351	Organizational Behavior	3	
	MRKT 330	Principles of Marketing	3	
	MRKT 332	Business Marketing ★	3	
	MRKT 333	Consumer Behavior★	3	
	MRKT 437	International Marketing★	3	
	<b>Select one 300 or 400 level course (3 credits)</b>			
	MRKT 3**		3	
	MRKT 4**		3	

Minor requirements:

- Students must complete at least 6 credit hours in their minor from SRU.
- A minimum of 9 credit hours must be upper division ( an upper division course includes any 3 credit course that requires a pre-requisite).
- A minor shall be no fewer than 18 credits.
- A minor requires at least 4 additional credits that are outside the student's major.

### IMPORTANT CURRICULUM GUIDE NOTES

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended minor curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisors to ensure accurate progress towards degree completion. *The information on this guide is current as of the date below. Students are responsible for curriculum requirements at the time of enrollment at the University.*

★ Indicates this course may have a prerequisite. Refer to Undergraduate Online Catalog.

**QPA REQUIREMENT  
2.0 or higher Minor GPA**

Student's Name: \_\_\_\_\_

Advisor's Name: \_\_\_\_\_

Date: \_\_\_\_\_



**MINOR IN MARKETING**  
 For BSBA Students effective Fall 2008 to present  
 Enrollment Services  
 Revised 1-2012