

MARKETING MINOR 2023-2024 Requirements

<u>MARKETING MINOR</u>			18 credits
<i>Prerequisite: MKTS 205 Principles of Marketing</i>			
MKTS	206	Professional Selling	3 credits
MKTS	305	Buyer Behavior	3 credits
MKTS	311	Marketing Research and Analytics	3 credits
MKTS	320	Creativity and Product Innovation	3 credits
MKTS	410	Technology/Innovation Marketing	3 credits
MKTS	411	Adv. Marketing Management	3 credits

*Students cannot transfer in more than 9 credits toward the minor requirements.

*Any remaining requirements must be taken at Point Park University and cannot be taken on the Pass/No Credit Option.