

MARKETING MINOR 2024-2025 Requirements

TOTAL CREDITS FOR MINOR: 18

MARKETING MINOR

18 credits

Prerequisites: MKTS 205 or SAEM 202

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|------|-----|-----------------------------------|-----------|
| MKTS | 206 | Professional Selling | 3 credits |
| MKTS | 210 | Digital Marketing | 3 credits |
| MKTS | 305 | Buyer Behavior | 3 credits |
| MKTS | 320 | Creativity and Product Innovation | 3 credits |
| MKTS | 410 | Technology/Innovation Marketing | 3 credits |
| MKTS | 420 | Marketing and Sales 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.