

## MARKETING MINOR 2021-2022 Requirements

<u>MARKETING MINOR</u>			<b>18 credits</b>
<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

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\*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.