

MILLERSVILLE UNIVERSITY

Student Name _____ Student I.D. **M00**

Curriculum Record Form for an Academic Minor in Business Administration

Minor: Business Administration / **Marketing**
 Department: Business

Total credit hours required: 18.0 minimum

Regulations governing minor course work:

1. There shall be a minimum of 18.0 credit hours with a minimum Millersville QPA of 2.0
2. Only one course, which does not count toward a major, may be counted toward a minor in the same discipline.
3. Courses that count toward a minor are also eligible to be used to satisfy the current University-wide General Education requirements subject to normal distribution requirements.
4. At least two courses should be at the upper-division level (300-400). Exceptions may be requested upon evidence of program depth.
5. No course needed for the minor may be taken Pass-Fail.
6. One-half or more of the work required for the minor must be completed at Millersville University.
7. **Be sure to check for prerequisites that may be required for BUAD courses.**

| Course | No. | Short Title | C.H. | Grade | Q.P | Course | No. | Short Title | C.H. | Grade | Q.P |
|---|------|--------------------|------|-------|-------|---|-------|-------------|------|-------|-------|
| REQUIRED BUSINESS COURSES (12.0 credits) | | | | | | BUSINESS ELECTIVES (6.0 credits) | | | | | |
| BUAD | 101 | Intro to Business | 3.0 | _____ | _____ | Consult with your adviser and choose 6.0 credit hours of marketing electives. | | | | | |
| BUAD | *231 | Princ of Marketing | 3.0 | _____ | _____ | BUAD | _____ | _____ | 3.0 | _____ | _____ |
| BUAD | *431 | Marketing Research | 3.0 | _____ | _____ | BUAD | _____ | _____ | 3.0 | _____ | _____ |
| BUAD | *436 | Marketing Strategy | 3.0 | _____ | _____ | | | | | | |
| <p>* WARNING: These courses have prerequisites. Check the Millersville University catalog.</p> | | | | | | | | | | | |

Note to the student: This form is a guide. It is your responsibility to consult regularly with your adviser to be aware of changes and curriculum details that are not incorporated on this form.