Curriculum Record Form for an Academic Minor in Business Administration

Minor: Marketing  Total credit hours required: 18.0
Department: Business Administration

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 counts toward your major may be counted toward your minor.
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.
8. No student may minor in his or her major.

Course No.  Short Title  C.H.  Grade  Course No.  Short Title  C.H.  Grade

**REQUIRED BUSINESS COURSES (12.0 credits)**

- BUAD 101 Intro to Business  3  _____
- BUAD 231 Principles of Marketing*  3  _____
- MKTG 431 Marketing Research*  3  _____
- MKTG 436 Marketing Strategy*  3  _____

**MARKETING ELECTIVES (6.0 credits)**

Consult with your advisor and choose 6.0 credit hours of electives from the following:

- MKTG  ____ _______________________ 3  _____
- MKTG  ____ _______________________ 3  _____

*NOTE: These courses have prerequisites.
Please consult the University Undergraduate Catalog and minor advisor

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

Spring 2020