

## Millersville University

Student Name: \_\_\_\_\_

Student I.D.# \_\_\_\_\_

### 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
<b>REQUIRED BUSINESS COURSES (12.0 credits)</b>				<b>MARKETING ELECTIVES (6.0 credits)</b>			
BUAD	101 Intro to Business	3	_____	Consult with your advisor and choose 6.0 credit hours of electives from the following:			
BUAD	231 Principles of Marketing*	3	_____	MKTG	_____	3	_____
MKTG	431 Marketing Research*	3	_____	MKTG	_____	3	_____
MKTG	436 Marketing Strategy*	3	_____				
<p><b>*NOTE: These courses have prerequisites. Please consult the University Undergraduate Catalog and minor advisor</b></p>							

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.