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# MINOR IN MARKETING

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18 Credit Hours

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

Student ID: \_\_\_\_\_

Major: \_\_\_\_\_

<u>Course</u>	<u>Title</u>	<u>Credit Hours</u>	<u>Grade</u>
<b>Foundation Courses (6 S.H)</b>			
MGS 2030	Principles of Management	3	
MKT 2500	Principles of Marketing	3	
<b>Required Course (3 S.H)</b>			
MKT 3510	Consumer Behavior	3	
<b>Elective Courses (3000/4000 level) (9 S.H)</b>			
MKT		3	
MKT		3	
MKT		3	

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Signature of Executive Director/ Program Coordinator

Date

*Courses used for the minor must be taken on a letter-grade basis and earn a 'C' or better.*

*Minor Elective Courses cannot be applied for both the major and the minor. The elective courses must be in addition to the courses required for the major.*

*Required and elective courses must be upper-division (3000/4000) and completed at Kean.*

*Student must have a 2.5 GPA in the minor.*

*MKT 4801-MKT 4806 Coop/Internship may not be used for minor.*

*Minor in Marketing not open to students pursuing BS in Management – General Business.*