

Requirements

12 hours. At least 9 credit hours must be taken at the University of Oklahoma. No correspondence courses may be taken to fulfill requirements. Courses for the minor may not be taken Pass/No Pass.

Required:

- MKT 3053, Marketing Research
- MKT 3323, Purchasing and Buyer Behavior
- MKT 4123, Negotiation and Selling
- 3 hours of upper-division MKT (3000-4000)

Minimum OU and Combined GPA of 2.50 in courses completed in the minor*.

Course	Credit Hours	Grade
MKT 3053	3	
MKT 3323	3	
MKT 4123	3	
MKT	3	

No single course may be used to satisfy a major requirement and a minor requirement. A course may be used, however, to satisfy both a major support requirement and a minor requirement.

The requirements for a minor must be completed concurrently with the major degree requirements. No minor may be added by completing courses after receiving the bachelor's degree. If declared and successfully completed the student's transcript will indicate the minor at the time the bachelor's degree is posted.

*All courses beyond MKT 3013 with an MKT designator will be calculated in the minor GPA.