

MINOR IN MARKETING

Youngstown State University students are invited to enhance their educational experience with a minor in Marketing. Marketing deals with processes that provide products and services to buyers with the goal of satisfying their needs and wants. Students interested in learning more about the field of marketing through a minor would need to complete the following requirements:

COURSE	TITLE	S.H.
Required Courses		
BUS 1500	Exploring Business	3
MGT 2604	Legal Environment of Business 1	3
MKTG 3702	Business Professionalism	1
MKTG 3703	Marketing Concepts and Practice	3
MKTG 3740	Professional Selling	3
MARKETING COURSES		6
Select 6 SH of upper level MKTG and/or ADV courses		
Total Semester Hours		19

Students interested in declaring a minor in Marketing need to complete an *Intra University Transfer Request* form with their academic advisor. Students must meet course prerequisites to enroll in WCBA courses, including a minimum 2.5 overall GPA for upper level business courses. WCBA courses must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.