

MINOR IN MARKETING

A minor in Marketing (18 hours) is available to all bachelor degree programs that permit a minor. The minor in Marketing requires the following courses with a minimum grade point average of 2.0 for all courses attempted at SHSU, as well as a minimum grade point average of 2.0 for all courses attempted in the minor, including both in residence and transfer hours.

| Code | Title | Hours |
|---|-------------------------|-------|
| Minor in Marketing | | |
| MKTG 3310 | Principles Of Marketing | 3 |
| 15 additional advanced hours in Marketing | | 15 |
| Total Hours | | 18 |

Furthermore, degree candidates for a minor in Marketing must achieve a minimum 2.0 grade point average for all hours attempted in business courses, including in residence and transfer hours whether required for the Marketing minor or not.