

# MARKETING FOR NON-BUSINESS MAJORS MINOR

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## Requirements

A minor in marketing is offered for students outside the College of Business, and may be obtained by completing the following:

Code	Title	Credits
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	3
MKT 3310	PRINCIPLES OF MARKETING	3
Plus nine (9) hours of upper-division (3000 or 4000 level) courses in Marketing		9
<b>Total Credits</b>		<b>15</b>

Students must meet all prerequisites to enroll in MKT 3310. Students must complete MKT 3310 (<https://catalog.unomaha.edu/search/?P=MKT%203310>) with a C+ or above in order to take additional marketing courses and to complete the marketing minor. At least one of the courses must be MKT 4300 or MKT 4340. Any course that may be utilized for the marketing concentration may also be used for the marketing minor, with the exception of MKT 4500 & MKT 3200. A grade of C (2.00) or better is required for a course to apply to the marketing minor and an overall GPA within the minor of 2.5 is required to earn the minor.