

## Marketing (MKTG) Minor – Advising Form

**Student:**

**TU ID#:**

**Date:**

**Catalog Year:**

**Major:**

**Major Advisor:**

- ➔ The Marketing (MKTG) Minor consists of **21 units**; all must be completed with a grade equivalent of **2.00 or higher**. Non-CBE majors who elect an MKTG Minor are not formally admitted to the College of Business and Economics and will not graduate from CBE.
- ➔ This minor is **NOT** available to students who have a major in Business Administration (PBUA/BUAD) with a concentration in Marketing (MKTG).
- ➔ No more than **9 units** will be accepted toward the MKTG Minor from another higher education institution that is regionally and/or AACSB accredited. At least **12 units** must be completed at Towson University.

**Key:** LIST GRADE (include attempts) **E**=Enrolled **N**=Need **T**=Transferred

### **REQUIREMENTS for MKTG Minor:**

1. **ECON 201/203** Microeconomic Principles (3)
2. **MKTG 341** Principles of Marketing (3)
3. **MKTG 425** Consumer Behavior Analysis (3)
4. **MKTG 451** Personal Selling (3)
5. **MKTG 445** International Marketing (3)
6. **COMM 131/132** Fundamentals of Speech Communications (3)  
or **THEA 101/102** Acting I (3)
7. *Select **one (1)** of the following MKTG elective courses:*  
**MKTG 345, MKTG 347, MKTG 355, MKTG 361, MKTG 452 or MKTG 470**

### **Recommended Course Sequence:**

Term	Course	Prerequisite
<b>Term 1</b>	<b>ECON 201</b>	None
	<b>COMM 131/THEA 101</b>	None
<b>Term 2</b>	<b>MKTG 341</b>	Sophomore Standing & ECON 201
<b>Term 3</b>	<b>MKTG 425</b>	Junior Standing & MKTG 341
	<b>MKTG 451</b>	Junior Standing & MKTG 341
<b>Term 4</b>	<b>MKTG 445</b>	Junior Standing & MKTG 425
	<b>MKTG Elective</b>	Junior Standing & MKTG 451

### **NOTES:**