

**Alfred University
Minor Declaration
Marketing Minor
Non Business Students**

_____ student number _____ has consulted with me and has my permission to pursue a minor in Marketing.

Required Courses (13 credits)		Credits
BUSI 113	Business Statistics	3
ECON 201	Principals of Microeconomics	4
MKTG 221	Marketing Principles and Management	3
MKTG 479	Consumer Behavior – (Prerequisite: MKTG 221)	3
Plus six credit hours from among the following courses (6 credits)		Credits
MKTG 452	Marketing Research – (Prerequisite: MKTG 221)	3
MKTG 453	Marketing Practicum	3
MKTG 460	Seminar in Marketing – (Prerequisite: MKTG 221 and Senior Standing)	3
MKTG 482	Sales Management – (Prerequisite: MKTG 221)	3
MKTG 486	Promotion Strategy – (Prerequisite: MKTG 221)	3
MKTG 489	International Marketing – (Prerequisite: MKTG 221)	3
MKTG 499	Strategic Marketing Management	3
ART 288	Visual Communications I	4
ART 386	Visual Communications II	4

Student Signature _____ Date _____

I agree to serve as the minor advisor for the above student.

Minor Advisor _____ Date _____

Please Note: Students completing the Marketing minor at Alfred must complete at least half of the course work at Alfred. A grade of at least "C" must be attained in each course submitted for completion of the minor.

The Minor Advisor should return the original minor form to the student records secretary for distribution to the Registrar's Office and student file. The Registrar's Office will send one copy to the student's college office and one copy to the student's advisor. Minors are not available to business degree program students.