

**Alfred University
Minor Declaration
Marketing Minor**

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

Required Courses (19 - 20 credits)		Credits	Semester Completed
BUSI 113	Business Statistics*	3	
ECON 201	Principles of Microeconomics – (Prerequisite: Sophomore Standing)	4	
MKTG 221	Marketing Principles and Management – (Prerequisite: Sophomore Standing)	3	
MKTG 479	Consumer Behavior – (Prerequisite: MKTG 221)	3	
Plus six credit hours from among the following courses (6 credits)		Credits	Semester Completed
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	

**MATH 241, ENGR 305, POLS/SOCI 230 or PSYC 220 may be substituted for BUSI 113*

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 point average of at least "C" must be attained for courses submitted for completion of the minor.

The Minor Advisor should return the original minor form to the faculty 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.

A maximum of 30 credits in courses offered by the School of Business may be taken by non-business students.