

MINOR IN MARKETING

The University policy on minors appears in the "General Information" section of the undergraduate catalog. Students must include the minor in the degree plan no later than the achievement of senior status. Minors must be completed as part of a planned degree program prior to graduation. Substitutions in a minor can be initiated by either the major- or minor-granting department, but must be approved by both departments. A minor is displayed on the transcript after graduation, but is not displayed on the diploma.

Minors are not required of any student and must not extend beyond the total number of hours for program completion (120 hours). For each minor, students must complete at least 15 hours with at least nine of these hours drawn from 3000- and/or 4000-level course offerings. All courses for minor credit must be completed with a grade of "C" or above.

This minor is designed to provide students with the consumer-oriented way of thinking and an overview of marketing activities to promote long-term success. Activities include conducting market research to identify segments of the market to target; developing and pricing products or service offerings; communicating about product or service offerings through advertising, sales, sales promotion and public relations; and getting products or services into the hands of customers. Students desiring a minor in Marketing will be required to complete MKTG 3301 and MKTG 3343, plus 9 hours of marketing electives.

BUS Requirements	UHCL Course Title	TCCNS*	CODE
<u>Required Courses in Minor (6 hours)</u>	MKTG 3301 Principles of Marketing MKTG 3343 Consumer Behavior		
<u>Marketing Electives (9 hours required)</u>	MKTG 3313 Marketing Channels and Distribution MKTG 3331 Integrated Marketing Communications MKTG 3344 Internet Marketing MKTG 3346 Healthcare Marketing MKTG 3314 Logistics Strategy MKTG 3332 Professional Selling MKTG 3351 Marketing Research MKTG 3347 Customer Relationship Management MKTG 3348 Retail Management MKTG 4189 Independent Studies in Marketing MKTG 4311 Sales Management MKTG 4332 Services Marketing MKTG 4333 Marketing for Entrepreneurs MKTG 4334 Marketing Strategy MKTG 4351 International Marketing MKTG 4352 Seminar in International Marketing MKTG 4379 Internship in Marketing MKTG 4389 Independent Studies in Marketing MKTG 4391 Selected Topics in Marketing (identified by specific title each time course is offered.) MKTG 4391 Selected Topics in Marketing/Brands and Brand Management		

General Minor Requirements

- Students must complete at least a minimum of 15 hours in the minor field.
 - At least 9 must be at the upper level (3000- and 4000-level classes).
 - At least 6 of the upper-level credits must be taken at UHCL.
- Students must declare the minor before completing 90 hours towards their degree plan.
- Students must earn a 2.00 minimum cumulative grade point average on courses in the minor at the University of Houston-Clear Lake. (GPA requirement may be higher in some minors.)

Some minors are associated with disciplinary programs, and some are interdisciplinary. Although the minor will not appear on your diploma, it will be noted on your transcript, which would be seen by future employers and others who review your academic record. Keep in mind that because minors will require no fewer than 15 semester hours of course work, excluding prerequisite courses, **you must have 15 hours of electives available in your major degree plan.** Course substitutions to the minor degree plan may be made with the approval of both the major and minor advisors. Also, adding a minor to your program of study may not result in graduation requirements that exceed the approved length of your original degree plan and that the minor must be completed prior to graduation, not afterwards.

For more information, see the general and program requirements in the *Undergraduate Catalog*. For questions and academic advice, please contact the faculty member listed for each minor.