



Pittsburg State University
Kelce College of Business Program Guide

Department: Management and Marketing

Minors

As of Fall 2017

Minor in Marketing

Students with a major in other colleges or departments may wish to minor in marketing. The minor in marketing may be used to satisfy the minor requirement for the Bachelor of Arts degree. It may also be used to satisfy the minor requirement for several majors under the Bachelor of Science degree. The Department of Management and Marketing welcomes students from those areas.

The minor in marketing is available to all BBA degree seekers except marketing majors.

Minor in Marketing

MGT 330: Management and Organizational Behavior	3
MKTG 330: Principles of Marketing	3
MGMKT 444: Legal and Social Environment of Business	3
MKTG 510: Consumer Behavior	3

**Choose three of the following seven
 electives**

MKTG 430: Retail and Channels Management	3
MKTG 440: Advertising Management	3
MKTG 450: Personal Selling and Sales Management	3
MGMKT 532: Marketing Channel Management	3
MKTG 610: Topics in Marketing (___)	1-3
IB 340: International Marketing	3

Notes

NOTE: The information contained herein is intended to be used for the planning of a student's academic program and does not constitute a contract. While this guide was prepared with the latest information, courses, graduation requirements, and curricula are subject to change.

When a student attains 85 semester hours of credit (including current enrollment) the student must apply for a degree check in the Office of the Registrar (Degree Checking Section), Room 102 Russ Hall.

MINIMUM GENERAL REQUIREMENTS: The minimum requirements for graduation include 124 semester hours of which 60 hours must be from a four year university. In addition, 45 semester hours must be upper division and 30 hours in residence at PSU (including 24 of the last 30). Minimum GPA for non-education degree is 2.0 overall [2.0 in major], secondary education degree is 2.5 overall [2.75 in major], and early/late childhood/unified degree is 2.80 overall [3.0 in major]. A minimum GPA of 2.0 in any minor and in residence coursework is required. General Education and all degree requirements are provided in the online catalog. Refer to individual departments for specific requirements.