Authorization for the Minor in Marketing

<table>
<thead>
<tr>
<th>Name</th>
<th>Degree/Major</th>
<th>MaineStreet ID</th>
<th>GPA</th>
<th>Date</th>
<th>Email Address</th>
<th>Credits</th>
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The minor in Marketing (15 credits) is recommended for students who may wish to obtain in-depth knowledge and explore career opportunities in Marketing and is available only to majors outside the School of Business. A student may transfer into the minor up to 6 credit hours of acceptable courses.

**Minor Requirements:**
- Entry requirements for the minor are 12 or more USM credits and a grade point average of 2.33 or higher.
- To complete the minor, the student must have a GPA of 2.33 or higher in the minor courses.

**Required Courses (6 credit hours):**
- BUS 260 – Principles of Marketing
- BUS 365 – Consumer Behavior

**Electives (9 credit hours):**
- BUS 200 – Introduction to Business
- BUS 311 – Sport Marketing
- BUS 341 – Special Topics: New Product Development and Launch Market
- BUS 356 – Digital Marketing
- BUS 358 – Electronic Commerce
- BUS 360 – Market Strategy
- BUS 361 – International Marketing
- BUS 362 – Market Opportunity Analysis
- BUS 363 – Branding & Advertising
- BUS 364 – Professional Selling
- BUS 366 – Retail Management
- BUS 369 – Marketing Research
- BUS 392 – Internship in Marketing
- BUS 398 – Marketing Practicum

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Student Signature         Date

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Current Advisor Signature        Date

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SB Advisor Signature         Date

Last updated on April 28, 2016