

**University of Houston-Downtown**  
**College of Business**  
**Minor in Marketing**

**General Information:**

- Student must have a 2.5 cumulative GPA or better at UHD to be approved to pursue a minor.
- Student must have a 2.5 GPA or better in courses in the minor for minor to be certified at graduation.
- No field experience course (MKT 4380) may be applied to a minor program.
- The minor field elected must be different from the major.
- A student must complete all course work required for the minor in addition to all course work required for the degree prior to graduation.
- All minor programs in the College of Business require at least 9 hours upper-level course work in residence at UHD.
- Students should note that in some instances courses listed as requirements or options for the minor program may have prerequisites that are not listed as part of the program. Prerequisites will not be waived.
- The procedures for declaring a minor are available from the CoB Student Services Office, B101.

**Required Courses (12 hours):**

Twelve hours of upper-level (3000 or 4000 level) courses designated MKT.

**Elective Courses (6 hours). Choose two courses from the following:**

BA 3308	Business Ethics <i>[completion of common core+18 additional hrs, BA 3300]*</i>
ECO 4303	International Economics <i>[common core + 18 additional hrs, ECO 2301 &amp; 2302]*</i>
MGT/SCM 3303	Negotiating Skills and Techniques <i>[common core + 18 additional hrs, BA 3300]*</i>
MGT 4303	Small Business Management <i>[common core+18 additional hrs, BA 3300]*</i>
FIN 3311	Real Estate Valuation <i>[common core + 18 additional hrs]*</i>