

Minor in Marketing

College of Business and Public Administration
 Drake University
 Aliber 208 (515) 271-3142
 www.cbpa.drake.edu
 cbpa.undergrad.office@drake.edu

Name: _____
 Student ID: _____
 Phone #: _____
 Email: _____
 College: _____
 Major: _____
 Graduation: _____



I. Marketing Minor Requirements (30-33 cr.)		
	cr.	grade
<u>ADMISSIONS REQUIREMENTS</u>	x	x
ACCT 041 – Introduction to Accounting I	3	
ECON 001 – Principles of Macroeconomics	3	
ECON 002 – Principles of Microeconomics	3	
SCSS 001 – Survey of Sociology OR	3 or	
PSY 001 – Introduction to Psychology	4	
STAT 071 – Statistics I, PSY 015 – Statistics and Research Methods, OR SCSS 158 – Social Science Statistics	3 or 5	
<u>REQUIRED COURSES*</u>	x	x
MKTG 101 – Marketing Principles	3	
MKTG 113 – Marketing Research	3	
MKTG 118 – Marketing Management	3	
Choose <u>two</u> of the following marketing electives:	x	x
MKTG 106, 108, 114, 115, OR 170 MKTG _____ and MKTG _____	6	
Subtotal (I) _____ (30-33 cr.)		

*A total of 6 hours of transfer credit may be applied toward the required courses for the Marketing Minor.

Note: Not for students pursuing a major within the College of Business and Public Administration.

Marketing Minor GPA _____ (Must be 2.00 or above)

Student's Signature _____ Date _____

ADVISOR'S RECOMMENDATION

The above request is

_____ strongly recommended _____ recommended with reservation _____ not recommended

Advisor's Signature _____ Date _____

Associate Dean's Signature _____ Date _____

Marketing Minor Advisor: _____ Date _____