2010-2012
College of Business Undergraduate Advising Center
Minor in Marketing

Open to only those students who are pursuing a B.B.A. degree

The minor in Marketing is available only to students pursuing a B.B.A. degree. All students pursuing the Minor in Marketing must complete 18 semester hours.

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Principles of Marketing MKT 3013 3

15 semester credit hours from the following courses:

- Advertising MKT 3043 (3)
- Personal Selling MKT 3063 (3)
- Marketing Research MKT 3083 (3)
- Retailing MKT 3113 (3)
- International Marketing MKT 4073 (3)
- Consumer Behavior MKT 4093 (3)
- Special Studies in Marketing MKT 4953 (3)

* A minimum of 6 hours upper-division hours must be completed at UTSA.

Total 18

Additional minor requirements:

Some courses required in earlier catalogs may be phased out and substitutions will be considered through the College of Business Undergraduate Advising Center. In order to graduate with a minor, all requirements must be met by graduation and students must achieve a 2.00 (on a 4.00 scale) grade point average on all work used to satisfy the minor. Students may not formally minor in more than two fields.