

<i>Course and Title</i>	<i>Sem. Hours</i>	<i>Min. Grade</i>	<i>Course and Title</i>	<i>Sem. Hours</i>	<i>Min. Grade</i>
YEAR ONE – Semester 1			YEAR ONE – Semester 2		
MKTG 304, Principles of Marketing	3.0	C	MKTG 3XX, 4XX	3.0	C
MKTG 305, Consumer Behavior	3.0	C	MKTG 3XX, 4XX	3.0	C
			MKTG 3XX, 4XX	3.0	C
	<u>6.0</u>			<u>9.0</u>	

Total Hours: 15

Academic policies as well as degree and minor-specific requirements can be found at catalog.siu.edu. All students are encouraged to meet with the academic advisor on a regular basis to ensure timely progress.

All prerequisites for minor classes must be satisfied. MKTG 480, 493, 495 and 499A may not be taken as part of the minor in Marketing. An advisor within the College of Business & Analytics must be consulted before selecting this field as a minor. At least nine of the 15 semester hours must be taken at Southern Illinois University Carbondale.

A minor from the College of Business & Analytics requires students to earn a minimum grade of C (a grade of C- is not sufficient) in each of the courses taken to satisfy the requirements for their minor, and students must earn a minimum 2.0 grade point average for those minor courses.