

Minor in Marketing

Students from other majors can add a minor in Marketing and must complete the following courses

Four Fixed Courses		ONE course from the following list
MKT 310	Consumer Behaviour	OPM 360; OPM 450; Any other 3rd/4th year MKT coded course which is not part of the student's primary major; or any other course approved by the department chair.
MKT 315	Services Marketing	
MKT 330	Marketing Research	
MKT 420	Marketing Strategy	