

Overall Minor Requirements

- 18 senior-level, non-duplicative credits

Declaration Process

The Marketing minor is a competitive minor. Students must complete BUSN 201 prior to declaration.

There are 10 seats available in the Marketing minor each year. Students will submit their declaration by January 15. Students who apply will be ranked by their admissions GPA, which is calculated by using their most recent 24 credits of university-level course work, without breaking up a term. Applicants with the 10 highest GPAs will be admitted to the program. Students will be notified of the success or denial of their application to the Marketing minor no later than February 1.

Required Courses for the Marketing Minor

The courses listed below are not part of the marketing minor, but they are prerequisites for required minor courses.

- ECON 101 Introduction to Microeconomics
 STAT 151 Introduction to Applied Statistics **OR** STAT 161 Applied Statistics for the Social Sciences
(This course may be a required prerequisite)

Minor Requirements

18 Credits

- BUSN 201 Introduction to Sustainable Business
 MARK 301 Fundamentals of Marketing

Choose 12 credits:

- MARK _____ (300- or 400-level)
 MARK _____ (300- or 400-level)
 MARK _____ (300- or 400-level)
 MARK _____ (300- or 400-level)

Marketing Minor (18 credits)

Total Credits: _____

Important Planning Notes

1. The Marketing minor is an out-of-faculty minor. Students completing an out-of-faculty minor must complete their degree options from courses offered within the Faculty of Arts and Science.
2. Students are required to consult the MacEwan University academic calendar to ensure they meet prerequisites for all courses they enrol in.
3. Please keep in mind that course offerings will vary from academic year to academic year.