LEHIGH UNIVERSITY
MARKETING MINOR DECLARATION FORM

Name: __________________________________ Date: ___________________

Student I.D. Number: ________________________________________________

Email Address: ______________________________________________________

Lehigh College: ______________________________________________________

Major(s): __________________________________________________________

Minor(s): __________________________________________________________

• Consistent with other minors, the Marketing Minor will not appear on the diploma.
• The minor will appear on the transcript.
• Only students who have declared a non-CBE major may declare a marketing minor.
• ECO 001 must be completed with a C- or better grade prior to enrolling in the marketing minor.
• Four courses (12 credit hours) are required.
• Students must take MKT 111 and then any three other marketing courses.
• ECO 001 (4 credit hours) must be completed with a C- or better grade before taking MKT 111.
• MKT 111 is a pre-requisite for all 300-level marketing courses.
• MKT 311 and MKT 312 are pre-requisites for MKT 387.

<table>
<thead>
<tr>
<th>Course No.</th>
<th>Title</th>
<th>Credit Hours</th>
<th>Grade</th>
<th>Semester Taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 111</td>
<td>Principles of Marketing (required course)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Approved __________________________________ Date ___________________

Marketing Department Chairperson – K. Sivakumar (k.sivakumar@lehigh.edu) RBC 365

Copies to: Minor Department, Major Department, and Registrar’s Office