LEHIGH UNIVERSITY
MARKETING MINOR DECLARATION FORM

Name       Date       Phone #
Campus Box Email I.D.       Class
I.D. Number College
Minor(s)   Major(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.

Pre-requisite Course must be completed prior to enrolling in the marketing minor.

ECO 001 (4 credit hours) must be completed with a C- or better.

Four courses (12 credit hours) are required. Students must take MKT 111 and then any three other marketing courses (excluding MKT 371, MKT 372, MKT 373, and MKT 360). Please note that MKT 111 is a pre-requisite for all 300-level marketing courses and 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>
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</tbody>
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Approved __________________________________________ Date____________________

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

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