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-Lehigh Business 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.

<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</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(required course)</td>
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</tbody>
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Approved ___________________________________ Date ____________________

Marketing Department Chairperson – K. Sivakumar (k.sivakumar@lehigh.edu) RBC 365
Copies to: Minor Department, Major Department, and Registrar’s Office