MINOR IN MARKETING

Specialized Business Minors

These programs are designed to provide undergraduates with a focused exposure to a particular area of business practice rather than the broad exposure of the General Business Minor. As such, they can provide professional and technical skills needed for entry into specialized business employment for non-business majors or serve as an alternative to a double major for business majors wishing expertise in a second field.

Minor in Marketing

Marketing Minor — 18 Units

Required Courses (9 units)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>ECON 101</td>
<td>Introduction to Microeconomic Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 431</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 434</td>
<td>Advertising Theory and Practice</td>
<td>3</td>
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Elective Courses (9 units)

Select three of the following with the approval of a marketing advisor:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>MKTG 432</td>
<td>Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 433</td>
<td>Personal Selling</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 436</td>
<td>Retail Management</td>
<td>3</td>
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<tr>
<td>MKTG 441</td>
<td>Business to Business Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 443</td>
<td>Sales Promotion and Publicity</td>
<td>3</td>
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<tr>
<td>MKTG 469</td>
<td>Digital Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 637</td>
<td>Sales Management</td>
<td>3</td>
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<tr>
<td>MKTG 644</td>
<td>Services Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 647</td>
<td>Organizational Reputation Management and Communication</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 675</td>
<td>Brand Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 680</td>
<td>International Marketing Management</td>
<td>3</td>
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<tr>
<td>MKTG 688</td>
<td>New Product Management Seminar</td>
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<tr>
<td>MKTG 689</td>
<td>New Product Marketing and Launch</td>
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Note: All electives must be taken for a letter grade.