

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.

All course work used to satisfy the requirements of the minor must be completed with a minimum grade point average of 2.0.

Minor in Marketing

Marketing Minor – 18 Units

Required Courses (9 units)

Code	Title	Units
ECON 101	Introduction to Microeconomic Analysis	3
MKTG 431	Principles of Marketing	3
MKTG 434	Advertising Theory and Practice	3

Elective Courses (9 units)

Code	Title	Units
Select three of the following with the approval of a marketing advisor.		
MKTG 432	Public Relations	3
MKTG 433	Personal Selling	3
MKTG 436	Retail Management	3
MKTG 441	Business to Business Marketing	3
MKTG 443	Sales Promotion and Publicity	3
MKTG 469	Digital Marketing	3
MKTG 637	Sales Management	3
MKTG 644	Services Marketing	3
MKTG 647	Organizational Reputation Management and Communication	3
MKTG 675	Brand Management	3
MKTG 680	International Marketing Management	3
MKTG 688	New Product Management Seminar	3
MKTG 689	New Product Marketing and Launch	3

Note: All electives must be taken for a letter grade.