

MINOR IN MARKETING

Minor in Marketing – 15 units

A minimum of 6 upper-division units are required to complete the minor.

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

Required Courses (6 units)

Code	Title	Units
ECON 101	Introduction to Microeconomic Analysis	3
MKTG 431	Principles of Marketing	3

Elective Courses (9 units)

Select three of the following with the approval of a marketing advisor. All electives must be taken for a letter grade:

Code	Title	Units
MKTG 433	Personal Selling	3
MKTG 434	Advertising Theory and Practice	3
MKTG 436	Retail Management	3
MKTG 441	Business-to-Business Marketing	3
MKTG 443	Sales Promotion and Publicity	3
MKTG 644	Services Marketing	3
MKTG 680	International Marketing Management	3
MKTG 688	New Product Management Seminar	3