Marketing Minor
(15 Units)
(2013 - 2015 Catalog)

The minor in Marketing is designed for students who are interested in learning how marketing concepts are applied in profit and nonprofit organizations and government agencies. Majors in Communications Studies, Recreation and Leisure Studies, Liberal Arts, Graphic Design and Fashion Merchandising may find that the minor in Marketing is helpful in achieving their career objectives.

A student wishing to minor in Marketing must file a Minor request petition (obtained in the Undergraduate Business Advising Center). At least nine (9) upper division units must be taken in residence.

To earn a minor in Marketing, a student must have a minimum 2.0 (“C” average) grade point average in the courses presented for the minor, with a minimum acceptable grade for any course being a “C-”.

Courses in parentheses are prerequisites.

I 3 units - MKTG 101 ....... Principles of Marketing

II 12 units - Select four of the following:

MKTG 115 ....... Market Potential and Demand Analysis (MKTG 101, DS 101, or MKTG 121 and instructor permission. DS 101 and/or MKTG 121 may be taken concurrently with MKTG 115.)

MKTG 121 ....... Marketing Research and Information (MKTG 101)

MKTG 122 ....... Buyer Behavior (MKTG 101)

MKTG 123 ....... Public Relations and Ethics in Business

MKTG 124 ....... Retail Management (MKTG 101)

MKTG 125 ....... Advertising (MKTG 101)

MKTG 126 ....... Salesmanship

MKTG 127 ....... Sales Management (MKTG 101)

MKTG 129 ....... Marketing Management (MKTG 101 and senior standing)

MKTG 190 ....... Multinational Marketing (MKTG 101 or permission of instructor)