



California State University, Sacramento  
College of Business Administration

## **Degree Programs Center (DPC)**

# **Marketing Minor**

**(15 Units)**

(2002 - 2004 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 Degree Programs 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 - **MGMT 120**.....Principles of Marketing

**II** 12 units - **Select four of the following:**

**MGMT 105**.....Business Forecasting

**MGMT 121**.....Marketing Research Information (MGMT 120)

**MGMT 122**.....Buyer Behavior (MGMT 120)

**MGMT 123**.....Public Relations and Ethics in Business

**MGMT 124**.....Retail Management (MGMT 120)

**MGMT 125**.....Advertising (MGMT 120)

**MGMT 126**.....Salesmanship

**MGMT 127**.....Sales Management (MGMT 120)

**MGMT 129**.....Marketing Management (MGMT 120 and senior standing)

**MGMT 173**.....Multinational Marketing (MGMT 120 or permission of instructor)