



College of Business Administration  
 Undergraduate Business Advising Center  
 Marketing Minor  
 Effective Fall 2013

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-".

**Marketing Minor Requirements (15 units)**

| Course                                      | Grade | Institution/Semester Taken | Equivalent Course | Prerequisites/Notes            |
|---|-------|----------------------------|-------------------|--------------------------------|
| MKTG 101 – Principles of Marketing          |       |                            |                   |                                |
| <i>Select 4 courses from the following:</i> |       |                            |                   |                                |
| MKTG 115 – Marketing Analytics              |       |                            |                   | (MKTG 101, DS101 or MKTG 121)  |
| MKTG 121 – Marketing Research & Info        |       |                            |                   | (MKTG 101)                     |
| MKTG 122 – Buyer Behavior                   |       |                            |                   | (MKTG 101)                     |
| MKTG 123 – PR 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)                     |