



Marketing Minor- 21 units

(Available to Non-Business Majors)

Restrictions:

1. All 200 level business courses require 24 credits and 2.0 GPA (except ECON 201 & 202)
2. All 300 and 400 level business courses require 60 credits and 2.0 GPA
3. A minimum of 2.25 GPA in the minor is required for graduation
4. A maximum of 2 transfer courses and a maximum of 3 units in special or independent study, correspondence, and internships will be allowed.
5. A maximum of 3 units from available MARKETNG 493 courses count toward the completion of the MARKETNG Minor.

Required Courses (3 units)

Course No.	Course Name	Prerequisites
_____ MARKETNG 311	Principles of Marketing	

Select (18 units) from the following courses with at least 12 units from Marketing

Course No.	Course Name	Prerequisites
_____ MARKETNG 312	Principles of Selling	COREQ: MARKETNG 311
_____ MARKETNG 321	Marketing Research	MARKETNG 311 and ECON 245
_____ MARKETNG 337	Retail Management	MARKETNG 311
_____ MARKETNG 350	Integrated Marketing Communications for Social Enter	MARKETNG 311
_____ MARKETNG 351	Introduction to Digital Marketing	MARKETNG 311
_____ MARKETNG 352	Social Media and Content Marketing	MARKETNG 311
_____ MARKETNG 353	Advanced Digital Marketing	MARKETNG 311 & 351
_____ MARKETNG 360	Entrepreneurial Marketing	MARKETNG 311
_____ MARKETNG 370	Experiential Marketing	MARKETNG 311
_____ MARKETNG 371	Sports Marketing	MARKETNG 311
_____ MARKETNG 372	Services Marketing	MARKETNG 311
_____ MARKETNG 400	Innovation and Technology Marketing	MARKETNG 311
_____ MARKETNG 412	Business to Business Marketing	MARKETNG 311
_____ MARKETNG 431	Sales Management	MARKETNG 311
_____ MARKETNG 442	Logistics	MARKETNG 311
_____ MARKETNG 444	Omnichannel Marketing	MARKETNG 311
_____ MARKETNG 445	Marketing Analytics and Artificial Intelligence	MARKETNG 311
_____ MARKETNG 450	Sales Negotiation and conflict resolution	MARKETNG 311
_____ MARKETNG 460	Entrepreneurial and Advanced Sales Techniques	MARKETNG 311 & 312
_____ MARKETNG 479	Marketing Management and Policies	MARKETNG 311 & 321
_____ MARKETNG 493	Internship in Marketing	MARKETNG 311 & Junior Status
_____ MARKETNG 361	International Marketing	MARKETNG 311
_____ Or ECON 431	Economics of Globalization	ECON 201
_____ MARKETNG 420	Consumer Behavior	MARKETNG 311
_____ Or PSYCH 355	Social Psychology	PSYCH 211
_____ MARKETNG 497	Exchange Study	