



Marketing Minor

The Marketing minor is designed to support and enhance the education provided by other courses and majors in the university.

The marketing minor requires a minimum of 18 units. Courses taken in the minor may not be counted toward a major but may be used to satisfy preparation for a major and for core curriculum requirements.

MARKETING MINOR

The minor in marketing requires a minimum of 18 units from the following:

Lower-division required courses (6 units)

- ACCT 201 Principles of Financial Accounting
- ECON 101 Principles of Microeconomics

Upper-division required courses (6 units)

- MKTG 300 Fundamentals of Marketing
- MKTG 490 Marketing Strategy

Upper-division elective courses (6 units)

- MKTG 301 Services Marketing
- MKTG 302 Sports Marketing
- MKTG 305 International Marketing
- MKTG 330 Personal Selling
- MKTG 350 Advertising
- MKTG 355 Public Relations
- MKTG 410 Marketing Research
- MKTG 420 Consumer Behavior
- MKTG 465 Retailing
- MKTG 480 Advanced Marketing Project
- Any pre-approved elective