

Marketing Minor- 21 units
(available to Non-Business Majors)

*All 200 level business courses require 24 credits and 2.0 GPA (except Econ 201 & 202)

*All 300 and 400 level business courses require 60 credits and 2.0 GPA

*A minimum of 2.25 GPA in the minor is required for graduation

* See undergrad catalog or WINS for individual course pre-requisites

*** Required Course (3 units)**

_____ MARKETING 311 Marketing Principles

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

_____ MARKETING 321 Marketing Research

_____ MARKETING 351 Internet Marketing

_____ MARKETING 400 Innovation and Technology Marketing

_____ MARKETING 412 Business to Business Marketing

_____ MARKETING 432 Marketing in Service Organizations

_____ MARKETING 442 Logistics

_____ MARKETING 444 Direct and Multichannel Marketing

_____ MARKETING 445 Customer Relationship Management

_____ MARKETING 479 Marketing Management and Policies

_____ MARKETING 337 Retail Management

_____ MARKETING 361 **or**

ECON 431 Economics of Globalization

_____ MARKETING 420 Consumer Behavior **or**

PSYCH 355 Social Psychology

_____ MARKETING 429 Personal Selling and Sales Management

_____ MARKETING 430 Entrepreneurial and Advanced Sales Techniques

_____ MARKETING 431 Sales Management

_____ MARKETING 350 Integrated Marketing Communications **or**

JOURNALISM 320 Advertising Copy and Layout

_____ MARKETING 497 Exchange Study

_____ ARTSTUDIO 382 Graphic Design II: Print Media

_____ ARTSTUDIO 383 Graphic Design III: Web Media

NOTE:

*A maximum of 2 Transfer courses and a maximum of 3 units in special or independent study, correspondence and internships allowed

*A maximum of 3 units from available marketing 493 courses count toward the completion of the Marketing minor