Marketing-Experiential and Sports 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 (12 units)

<table>
<thead>
<tr>
<th>Course No.</th>
<th>Course Name</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETNG 311</td>
<td>Principles of Marketing</td>
<td></td>
</tr>
<tr>
<td>MARKETNG 370</td>
<td>Experiential Marketing</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 371</td>
<td>Sports Marketing</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 472</td>
<td>Service Marketing</td>
<td>MARKETNG 311</td>
</tr>
</tbody>
</table>

Select (3 units) from the following

<table>
<thead>
<tr>
<th>Course No.</th>
<th>Course Name</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETNG 312</td>
<td>Principles of Selling</td>
<td>COREG: MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 351</td>
<td>Introduction to Digital Marketing</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 352</td>
<td>Social Media and Interactive Marketing</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 420</td>
<td>Consumer Behavior</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 493</td>
<td>Internship in Marketing</td>
<td>MARKETNG 311 &amp; Junior Status</td>
</tr>
<tr>
<td>MARKETNG 498</td>
<td>Independent Study in Marketing</td>
<td>Senior Status and Consent of Department</td>
</tr>
<tr>
<td>THEATRE 363</td>
<td>Applied Studies in Arts Marketing</td>
<td>COREG: MARKETNG 311</td>
</tr>
</tbody>
</table>

Select (6 units) from the following courses

<table>
<thead>
<tr>
<th>Course No.</th>
<th>Course Name</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETNG 321</td>
<td>Marketing Research</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 337</td>
<td>Retail Management</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 350</td>
<td>Integrated Marketing Communications for Social Enterprises</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 351</td>
<td>Introduction to Digital Marketing</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 352</td>
<td>Social Media and Interactive Marketing</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 353</td>
<td>Advanced Digital Marketing</td>
<td>MARKETNG 311 &amp; 351</td>
</tr>
<tr>
<td>MARKETNG 360</td>
<td>Entrepreneurial Marketing</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 361</td>
<td>International Marketing</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 400</td>
<td>Innovation and Technology Marketing</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 412</td>
<td>Business to Business Marketing</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 431</td>
<td>Sales Management</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 442</td>
<td>Logistics</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 444</td>
<td>Omnichannel Marketing</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 445</td>
<td>Marketing and Retail Analytics</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 450</td>
<td>Sales Negotiation and conflict resolution</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 460</td>
<td>Entrepreneurial and Advanced Sales Techniques</td>
<td>MARKETNG 311 &amp; 312</td>
</tr>
<tr>
<td>MARKETNG 465</td>
<td>Sales Team Practicum</td>
<td>MARKETNG 312</td>
</tr>
<tr>
<td>MARKETNG 491</td>
<td>Travel Study</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 493D</td>
<td>Internship in Marketing-Digital Marketing Emphasis</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 493E</td>
<td>Internship in Marketing-Entrepreneurial Marketing Emphasis</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 493I</td>
<td>Internship in Marketing-IMC Emphasis</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 493S</td>
<td>Internship in Marketing-Experiential and Sports Emphasis</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 493R</td>
<td>Internship in Marketing-Retail Management Emphasis</td>
<td>MARKETNG 311</td>
</tr>
<tr>
<td>MARKETNG 494</td>
<td>Marketing Seminar</td>
<td>Senior Status</td>
</tr>
<tr>
<td>MARKETNG 496</td>
<td>Special Studies</td>
<td>Senior Status and Consent of Department</td>
</tr>
<tr>
<td>MARKETNG 497</td>
<td>Exchange Study</td>
<td></td>
</tr>
<tr>
<td>MARKETNG 498</td>
<td>Independent Study in Marketing</td>
<td></td>
</tr>
</tbody>
</table>