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 Principles of Marketing

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

_____ MARKETING 321 Marketing Research
_____ MARKETING 337 Retail Management
_____ MARKETING 351 Internet Marketing
_____ MARKETING 352 Social Media and Interactive Marketing
_____ MARKETING 353 Advanced Digital Marketing
_____ MARKETING 360 Entrepreneurial 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 Marketing and Retail Analytics
_____ MARKETING 450 Sales Negotiation and Conflict Resolution
_____ MARKETING 460 Entrepreneurial and Advanced Sales Techniques
_____ MARKETING 479 Marketing Management and Policies
_____ MARKETING 361 International Marketing or
ECON 431 Economics of Globalization
_____ MARKETING 420 Consumer Behavior or
PSYCH 355 Social Psychology
_____ MARKETING 429 Principles of Selling
_____ MARKETING 431 Sales Management

10/14/15
MARKETING 350 Integrated Marketing Communications or
JOURNALISM 320 Advertising Copy and Layout
JOURNALISM 423 Advertising Campaigns
MARKETING 497 Exchange Study
ARTSTUDIO 382 Graphic Design II: Print Media
OR
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