



Integrated Marketing Communication Minor-21 units (Available to Non-Business Majors)

Restrictions:

1. All 300 and 400 level business courses require 60 credits and 2.0 GPA
2. A minimum of 2.25 GPA in the minor is required for graduation
3. A maximum of 3 units from available Marketing 493 courses count toward the completion of the Marketing Minor.
4. A maximum of 2 transfer courses and a maximum of 3 units in Special Studies or Independent Study & Correspondence will be allowed.

Required Courses (12 units)

Course No.	Course Name	Prerequisites
_____ MARKETNG 311	Principles of Marketing	
_____ MARKETNG 350	Integrated Marketing Communications for Social Enterprise	MARKETNG 311
_____ MARKETNG 351	Introduction to Digital Marketing	MARKETNG 311
_____ MARKETNG 444	OmniChannel Marketing	MARKETNG 311

Select (3 units)

_____ MARKETNG 312	Principles of Selling	
_____ MARKETNG 431	Sales Management	MARKETNG 311
_____ MARKETNG 493I	Internship in Marketing-IMC Emphasis	MARKETNG 311
_____ MARKETNG 498	Independent Study in Marketing	Senior Status
_____ COMM 202	Principles of Public Relations	
_____ COMM 203	Public Relations Tactics I	
_____ JOURNLSM 220	Foundations of Advertising	COREG: COMM 202

Select (6 units)

_____ MARKETNG 312	Principles of Selling	
_____ MARKETNG 321	Marketing Research	MARKETNG 311
_____ MARKETNG 337	Retail Management	MARKETNG 311
_____ MARKETNG 352	Social Media and Interactive Marketing	MARKETNG 311
_____ MARKETNG 353	Advanced Digital Marketing	MARKETNG 311 & 351
_____ MARKETNG 360	Entrepreneurial Marketing	MARKETNG 311
_____ MARKETNG 361	International Marketing	MARKETNG 311
_____ MARKETNG 370	Experiential Marketing	MARKETNG 311
_____ MARKETNG 371	Sports Marketing	MARKETNG 311
_____ MARKETNG 372	Service Marketing	MARKETNG 311
_____ MARKETNG 400	Innovation and Technology Marketing	MARKETNG 311
_____ MARKETNG 412	Business to Business Marketing	MARKETNG 311
_____ MARKETNG 420	Consumer Behavior	MARKETNG 311
_____ MARKETNG 431	Sales Management	MARKETNG 311
_____ MARKETNG 442	Logistic	MARKETNG 311
_____ MARKETNG 445	Marketing and Retail Analytics	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 & SR
_____ MARKETNG 493	Internship in Marketing	MARKETNG 311 & JR Status
_____ MARKETNG 493D	Internship in Marketing-Digital Marketing Emphasis	MARKETNG 311
_____ MARKETNG 493E	Internship in Marketing-Entrepreneurial Marketing Emphasis	MARKETNG 311
_____ MARKETNG 493I	Internship in Marketing-IMC Emphasis	MARKETNG 311
_____ MARKETNG 493S	Internship in Marketing-Experiential and Sports Emphasis	MARKETNG 311
_____ MARKETNG 493R	Internship in Marketing-Retail Management Emphasis	MARKETNG 311
_____ MARKETNG 496	Special Studies	
_____ MARKETNG 497	Exchange Study	
_____ MARKETNG 498	Independent Study in Marketing	Senior Status