



Marketing Minor- Digital Marketing 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)

Course No.	Course Name	Prerequisites
___ MARKETNG 311	Principles of Marketing	
___ MARKETNG 351	Introduction to Digital Marketing	MARKETNG 311
___ MARKETNG 352	Social Media and Interactive Marketing	MARKETNG 311
___ MARKETNG 353 (S)	Advanced Digital Marketing	MARKETNG 311 & 351

Select (3 units) from the following:

Course No.	Course Name	Prerequisites
___ MARKETNG 444	Omnichannel Marketing	MARKETNG 311
___ MARKETNG 445	Marketing and Retail Analytics	MARKETNG 311
___ MARKETNG 493D	Internship in Marketing-Digital Marketing Emphasis	MARKETNG 311
___ MARKETNG 498	Independent Study in Marketing	Senior Status

Select (6 units) from the following:

Course No.	Course Name	Prerequisites
___ MARKETNG 312	Principles of Selling	COREQ: MARKETNG 311
___ MARKETNG 321	Marketing Research	MARKETNG 311
___ MARKETNG 337	Retail Management	MARKETNG 311
___ MARKETNG 350	Integrated Marketing Communications for Social Enterprise	MARKETNG 311
___ MARKETNG 360	Entrepreneurial Marketing	MARKETNG 311
___ MARKETNG 361	International Campaigns	MARKETNG 311
___ MARKETNG 370	Experiential Marketing	MARKETING 311
___ MARKETNG 371	Sports Marketing	MARKETING 311
___ MARKETNG 372	Services Marketing	MARKETING 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	Logistics	MARKETNG 311
___ MARKETNG 444	Omnichannel Marketing	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 493	Internship in Marketing	MARKETNG 311 & Junior 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 311
___ MARKETNG 497	Exchange Study	
___ MARKETNG 498	Independent Study in Marketing	Senior Status