

Marketing Minor (15 Units)

(2008 - 2010 Catalog)

The minor in Marketing is designed for students who are interested in learning how marketing concepts are applied in profit and nonprofit organizations and government agencies. Majors in Communications Studies, Recreation and Leisure Studies, Liberal Arts, Graphic Design and Fashion Merchandising may find that the minor in Marketing is helpful in achieving their career objectives.

A student wishing to minor in Marketing must file a Minor request petition (obtained in the Undergraduate Business Advising Center). At least nine (9) upper division units must be taken in residence.

To earn a minor in Marketing, a student must have a minimum 2.0 ("C" average) grade point average in the courses presented for the minor, with a minimum acceptable grade for any course being a "C-".

Courses in parentheses are prerequisites.

I 3 units - **MKTG 101**Principles of Marketing

II 12 units - **Select four of the following:**

MKTG 115Market Potential and Demand Analysis (MKTG 101, DS 101, or MKTG 121 and instructor permission. DS 101 and/or MKTG may be taken concurrently with MKTG 115.)

MKTG 121Marketing Research and Information (MKTG 101)

MKTG 122Buyer Behavior (MKTG 101)

MKTG 123Public Relations and Ethics in Business

MKTG 124Retail Management (MKTG 101)

MKTG 125Advertising (MKTG 101)

MKTG 126Salesmanship

MKTG 127Sales Management (MKTG 101)

MKTG 129Marketing Management (MKTG 101 and senior standing)

MKTG 190Multinational Marketing (MKTG 101 or permission of instructor)