**CATALOG TERM: 2024-2027** **TOTAL UNITS REQUIRED = 21**

# MARKETING MINOR

- This worksheet is intended for supplemental use only. The University will use your Academic Requirements Report (ARR) to track your graduation requirements, including those for your minor. Please continue to check your ARR for accuracy. If your ARR requires a correction, please submit an ARR Correction Form.
- Your Degree Planner will display the following requirements in the University's recommended sequence.
- The minor must contain at least 6 units beyond those used for major requirements and other minors (APC 265-03).
- All courses used for the minor must be completed with a grade of C (2.0) or higher.
- Business Administration majors with an option in Marketing may not declare the Marketing Minor.

## REQUIRED COURSEWORK (13 UNITS)

| ✓ | Course | Units |
|---|---|---|
| | BUS 204: Business Statistics (*sophomore standing) | 3 |
| | MKTG 302: Foundations of Marketing | 2 |
| | MKTG 442: Marketing Research (^MKTG 302) | 4 |
| | MKTG 445: Consumer Behavior (^MKTG 302) | 4 |

## ELECTIVE COURSEWORK (8 UNITS)

Select 8 units from the following:

ENTR 420: New Venture Marketing (2) (*MKTG 302 or 305)
MKTG 310: Personal Branding (2)
MKTG 315: Services Marketing (2) (*MKTG 302 or 305)
MKTG 340: Introduction to Sales (4) (*MKTG 302 or 305)
MKTG 433: Marketing Communication (4) (*MKTG 302 or 305)
MKTG 446: Sales Management (2) (*MKTG 302 or 305)
MKTG 448: Global and Cross Cultural Marketing (4) (*MKTG 302 or 305)
MKTG 452: Sports Marketing and Sponsorship (4) (*MKTG 302 or 305)
MKTG 454: Using Social Media for Marketing (4) (*MKTG 302 or 305)
MKTG 456: Digital Marketing Tactics (4) (*MKTG 302 or 305)
MKTG 458: Marketing Analytics (4) (*MKTG 442 and MKTG 302 or 305)
MKTG 460: Strategic Brand Management (4) (*MKTG 302 or 305)
MKTG 461: Marketing and Public Policy (4) (*MKTG 302 or 305)
MKTG 481-484: Selected Topics in Marketing (1-4) (*prerequisites vary)
MKTG 485: Selected Topics in Marketing with Lab (4) (*prerequisites vary)
MKTG 498A-D: Independent Study in Marketing (1-4) (*instructor consent)

| ✓ | Course | Units |
|---|---|---|
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**prerequisite; ^pre-/corequisite*