MARKETING (MINOR)

Students majoring outside the Driehaus College of Business may minor in Marketing to learn the foundations of marketing research, product development, advertising and sales.

Course Requirements

A non-Driehaus student minoring in Marketing is required to complete the following courses based on concentration and totaling at least 20.0 hours:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Quarter Hours</th>
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</thead>
<tbody>
<tr>
<td>MKT 301</td>
<td>PRINCIPLES OF MARKETING</td>
<td>4</td>
</tr>
<tr>
<td>MKT 305</td>
<td>INTRODUCTION TO MARKETING RESEARCH</td>
<td>4</td>
</tr>
<tr>
<td>MKT 310</td>
<td>CONSUMER BEHAVIOR</td>
<td>4</td>
</tr>
<tr>
<td>MKT 315</td>
<td>STRATEGIC TOOLS FOR MARKETERS</td>
<td>4</td>
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</tbody>
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Select one elective course from the following:

- MKT 320 PRINCIPLES OF ADVERTISING
- MKT 321 SOCIAL MEDIA MARKETING
- MKT 322 SEARCH ENGINE MARKETING & ANALYTICS
- MKT 340 MARKETING ACROSS CULTURES: A CULTURAL PERSPECTIVE ON MULTICULTURAL MARKETS
- MKT 342 SPORTS SPONSORSHIP MARKETING
- MKT 352 NEW PRODUCT DEVELOPMENT
- MKT 359 ADVANCED MARKETING MANAGEMENT
- MKT 360 INTERNATIONAL MARKETING
- MKT 376 EFFECTIVE BUSINESS COMMUNICATION
- MKT 377 SALES FUNDAMENTALS
- MKT 378 SALES STRATEGY & TECHNOLOGY
- MKT 380 SCIENCE OF RETAILING
- MKT 383 ANALYTICAL SALES
- MKT 384 CASES IN CATEGORY MANAGEMENT
- MKT 385 SPORTS SALES
- MKT 386 SOCIAL IMPACT SALES
- MKT 390 SERVICE MARKETING
- MKT 393 MARKETING INTERNSHIP
- MKT 395 INTERACTIVE/INTERNET MARKETING
- MKT 396 MOBILE MARKETING
- MKT 398 SPECIAL TOPICS
- MKT 399 INDEPENDENT STUDY
- ICS 350 INTERNATIONAL BUSINESS SEMINAR
- MGT 341 BEHIND THE SCENES WITH CHICAGO SPORTS ORGANIZATIONS
- MGT 356 INTRODUCTION TO SPORTS MANAGEMENT

Graduation Requirements

All Marketing (MKT) courses and any courses used toward the Marketing minor must be completed with a minimum grade of C- and with a combined GPA of 2.000 or higher.