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></td>
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<tr>
<td>MKT 305</td>
<td>INTRODUCTION TO MARKETING RESEARCH</td>
<td></td>
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<tr>
<td>MKT 310</td>
<td>CONSUMER BEHAVIOR</td>
<td></td>
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<tr>
<td>MKT 315</td>
<td>STRATEGIC TOOLS FOR MARKETERS</td>
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Select one elective course from the following:

MKT 276   EFFECTIVE BUSINESS COMMUNICATION
MKT 320   PRINCIPLES OF ADVERTISING
MKT 321   SOCIAL MEDIA MARKETING
MKT 322   SEARCH ENGINE MARKETING & ANALYTICS
MKT 323   CONTENT MARKETING
MKT 333   MARKETING FOR THE SOCIAL GOOD
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 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 387   SHOPPER INSIGHTS IN MARKETING
MKT 390   SERVICE MARKETING
MKT 393   MARKETING INTERNSHIP
MKT 395   DIGITAL MARKETING ANALYTICS AND PLANNING
MKT 396   MOBILE MARKETING
MKT 398   SPECIAL TOPICS
MKT 399   INDEPENDENT STUDY
MKT 420   CANNABIS BUSINESS-THE SOCIAL & ECONOMIC IMPACT & PRACTICE
IB 350    INTERNATIONAL BUSINESS SEMINAR
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.