

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:

Course	Title	Quarter Hours
MKT 301	PRINCIPLES OF MARKETING	4
MKT 305	INTRODUCTION TO MARKETING RESEARCH	4
MKT 310	CONSUMER BEHAVIOR	4
MKT 315	STRATEGIC TOOLS FOR MARKETERS	4
Select one elective course from the following:		4
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	STRATEGIC 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 388	ECOMMERCE 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	
HSB 341	BEHIND THE SCENES WITH CHICAGO SPORTS ORGANIZATIONS	

HSB 356 SPORTS MANAGEMENT

IB 350 INTERNATIONAL BUSINESS SEMINAR

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.