

MARKETING MINOR

A minor in Marketing is for students who are interested in an understanding of marketing concepts and applications, but who do not want to pursue a major in marketing.

Code	Title	Units
Lower-Division Requirements		
Choose two (2) courses from the following:		6
ACC 2000	Principles of Accounting for Non-Business Majors ¹	
ECO 1000	Survey of Economics (FE) or ECO 1001 Principles of Macroeconomics (FE) or ECO 1002 Principles of Microeconomics (FE)	
MGT 2012	Principles of Management	
Upper-Division Requirements		
MKT 3032	Principles of Marketing	3
Choose three (3) courses from the following:		9
MKT 3033	Consumer and Organizational Buying Behavior	
MKT 3036	Integrated Marketing and Sales Communication	
MKT 3050	Digital Marketing Essentials	
MKT 4032	Marketing Research and Analytics	
MKT 4050	Digital Marketing Content	
Total Units		18

¹ ACC 2001 and ACC 2002 sequence may be substituted for ACC 2000.