

MARKETING MINOR

The Minor in Marketing is open to non-business administration majors as well as students majoring in business administration (all options other than marketing). This minor is especially relevant to students seeking to complement their primary degrees by gaining a deeper understanding of consumers and markets. Students gain experience in the areas of sales, branding, advertising, digital marketing communications, and overall marketing strategy. Non-business majors must meet with Business Student Advising and Services (GLNN 321, 530-898-4480) and formally declare the minor prior to enrolling in courses.

Course Requirements for the Minor

The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

Course	Title	Units
MKTG 305	Survey of Marketing	3
MKTG 371	Consumer Behavior	3
Select nine units from the following:		9
BADM 389	Internship in Business Admin ¹	
MKTG 380	Marketing Research	
MKTG 464	Customer Relationship Management	
MKTG 465	Digital Marketing	
MKTG 468	Entrepreneurial Marketing	
MKTG 470	Sales Management	
MKTG/OSCM 471	Distribution Systems and Channel Management	
MKTG 472	Advertising and Marketing Communications	
MKTG 473	Strategic Personal Selling	
MKTG 475	Retailing	
MKTG 476	Business Marketing	
MKTG 477	International Marketing	
MKTG 478	Service Marketing	
MKTG 479	Sales Competitions: Strategy and Practice	
MKTG 482	Sports Marketing	
MKTG 483	Advanced Topics in Professional Sales	
MKTG 485	Brand Strategy	
MKTG 490	Strategic Marketing Management	
MKTG 498	Special Topics in Marketing ²	
Select six units from the following: ³		6
Any courses within the College of Business, other than those required for this minor, for which they meet the prerequisites		
Total Units		21

¹ No more than three units of BADM 389 may be used.

² Must be taken for three units.

³ Business Administration majors may select any upper-division courses within the College of Business, other than those required for this minor, for which they meet the prerequisites. Upper-division marketing-related courses offered by another academic department (e.g., RHPM 422) may also be taken but require prior approval by the chair of the Department of Marketing or the College of Business Undergraduate Programs Advisor.