



## Marketing Minor- Digital Marketing 21 units (Available to Non-Business Majors)

**Restrictions:**

1. All 200 level business courses require 24 credits and 2.0 GPA (except ECON 201 & 202)
2. All 300 and 400 level business courses require 60 credits and 2.0 GPA
3. A minimum of 2.25 GPA in the minor is required for graduation
4. A maximum of 2 transfer courses and a maximum of 3 units in special or independent study, correspondence, and internships will be allowed.
5. A maximum of 3 units from available MARKETNG 493 courses count toward the completion of the MARKETNG Minor.

**Required Courses (12 units)**

| Course No.           | Course Name                            | Prerequisites      |
|----------------------|--|--------------------|
| ___ MARKETNG 311     | Principles of Marketing                |                    |
| ___ MARKETNG 351     | Introduction to Digital Marketing      | MARKETNG 311       |
| ___ MARKETNG 352     | Social Media and Interactive Marketing | MARKETNG 311       |
| ___ MARKETNG 353 (S) | Advanced Digital Marketing             | MARKETNG 311 & 351 |

**Select (9 units) from the following:**

| Course No.        | Course Name  | Prerequisites                |
|-------------------|--|------------------------------|
| ___ MARKETNG 312  | Principles of Selling                                      | COREG: MARKETNG 311          |
| ___ MARKETNG 321  | Marketing Research   | MARKETNG 311                 |
| ___ MARKETNG 337  | Retail Management  | MARKETNG 311                 |
| ___ MARKETNG 350  | Integrated Marketing Communications for Social Enterprise  | MARKETNG 311                 |
| ___ MARKETNG 360  | Entrepreneurial Marketing                                  | MARKETNG 311                 |
| ___ MARKETNG 361  | International Campaigns                                    | MARKETNG 311                 |
| ___ MARKETNG 370  | Experiential Marketing                                     | MARKETING 311                |
| ___ MARKETNG 371  | Sports Marketing   | MARKETING 311                |
| ___ MARKETNG 372  | Services Marketing   | MARKETING 311                |
| ___ MARKETNG 400  | Innovation and Technology Marketing                        | MARKETNG 311                 |
| ___ MARKETNG 412  | Business to Business Marketing                             | MARKETNG 311                 |
| ___ MARKETNG 420  | Consumer Behavior  | MARKETNG 311                 |
| ___ MARKETNG 431  | Sales Management   | MARKETNG 311                 |
| ___ MARKETNG 442  | Logistics  | MARKETNG 311                 |
| ___ MARKETNG 444  | Omnichannel Marketing                                      | MARKETNG 311                 |
| ___ MARKETNG 445  | Marketing and Retail Analytics                             | MARKETNG 311                 |
| ___ MARKETNG 450  | Sales Negotiation and conflict resolution                  | MARKETNG 311                 |
| ___ MARKETNG 460  | Entrepreneurial and Advanced Sales Techniques              | MARKETNG 311 & 312           |
| ___ MARKETNG 493  | Internship in Marketing                                    | MARKETNG 311 & Junior Status |
| ___ MARKETNG 493D | Internship in Marketing-Digital Marketing Emphasis         | MARKETNG 311                 |
| ___ MARKETNG 493E | Internship in Marketing-Entrepreneurial Marketing Emphasis | MARKETNG 311                 |
| ___ MARKETNG 493I | Internship in Marketing-IMC Emphasis                       | MARKETNG 311                 |
| ___ MARKETNG 493S | Internship in Marketing-Experiential and Sports Emphasis   | MARKETNG 311                 |
| ___ MARKETNG 493R | Internship in Marketing-Retail Management Emphasis         | MARKETNG 311                 |
| ___ MARKETNG 496  | Special Studies  | MARKETNG 311                 |
| ___ MARKETNG 497  | Exchange Study   |                              |
| ___ MARKETNG 498  | Independent Study in Marketing                             | Senior Status                |