

Marketing Minor

Department of Marketing	Marketing Minor Course Requirements 2024-2025																																																																																						
Daniels 480 – 303.871.3317 Marketing Department Chair Professor Ali Besharat Marketing Minor Advising Office of Undergraduate Programs Margery Reed Hall 107 Appointments: 303-871-6910 DCBUndergrad@du.edu - See advisors in Margery Reed Hall for course sequencing. Marketing faculty will serve as professional mentors for experiential opportunities. - Any minor course substitutions must be pre-approved by the Marketing Department Chairperson (e.g., internship and independent study). MKTG 3950 is only available for Marketing majors. - The Marketing minor may be completed by students pursuing any type of undergraduate degree at the University of Denver. - Students may not pursue the Marketing minor in conjunction with a Sales Leadership minor. - Students with a minor in <i>both</i> Business Administration and Marketing will not be able to count MKTG 2800 toward both minors simultaneously. Instead, an additional four-credit MKTG course will be needed in the MKTG minor. - The minor GPA must be 2.0 or higher to graduate. - Only grades of “C-” or above may be used in completing minor requirements.	The marketing program blends traditional marketing education with practical business experience—a combination that adds the extra dimension necessary for a successful career. <table><thead><tr><th>Course #</th><th>Course Title</th><th>Qtr. Hrs.</th></tr></thead><tbody><tr><td colspan="3">Prerequisite:</td></tr><tr><td>MKTG 2800</td><td>Introduction to Marketing</td><td>4</td></tr><tr><td colspan="3"><i>Note: Business students take this course as part of the Business Core.</i></td></tr><tr><td colspan="3">Select five remaining marketing courses. Courses include:</td></tr><tr><td>MKTG 2910</td><td>Consumer Behavior</td><td>4</td></tr><tr><td>MKTG 2920</td><td>Business-to-Business Marketing</td><td>4</td></tr><tr><td>MKTG 2930</td><td>Methods of Marketing Research</td><td>4</td></tr><tr><td colspan="3"><i>Additional Prerequisite: INFO 1020</i></td></tr><tr><td>MKTG 3110</td><td>The Power of Professional Selling</td><td>4</td></tr><tr><td>MKTG 3130</td><td>Selling in a Digital World</td><td>4</td></tr><tr><td>MKTG 3140</td><td>Sales Management & Leadership</td><td>4</td></tr><tr><td>MKTG 3380</td><td>Supply Chain Management</td><td>4</td></tr><tr><td>MKTG 3435</td><td>SXSW: Marketing, Tech & Innovation</td><td>4</td></tr><tr><td>MKTG 3475</td><td>Mobile Marketing</td><td>4</td></tr><tr><td>MKTG 3480</td><td>Foundations of Digital Marketing</td><td>4</td></tr><tr><td>MKTG 3485</td><td>Search Engine Marketing</td><td>4</td></tr><tr><td>MKTG 3490</td><td>Social Media Marketing</td><td>4</td></tr><tr><td>MKTG 3495</td><td>Tech in Marketing</td><td>4</td></tr><tr><td>MKTG 3630</td><td>International Marketing</td><td>4</td></tr><tr><td>MKTG 3640</td><td>Services Marketing</td><td>4</td></tr><tr><td>MKTG 3660</td><td>Sports & Entertainment Marketing</td><td>4</td></tr><tr><td>MKTG 3705</td><td>Topics in Marketing</td><td>4</td></tr><tr><td>MKTG 3980</td><td>Marketing Internship</td><td>4</td></tr><tr><td>MKTG 3991</td><td>Independent Study</td><td>4</td></tr><tr><td colspan="2">Marketing Minor Requirements – Business Majors</td><td>20</td></tr><tr><td colspan="2">Marketing Minor Requirements – Non-Business Majors</td><td>24</td></tr><tr><td colspan="3"><i>(Note: Non-business majors with a minor in both Business Administration and Marketing cannot count MKTG 2800 toward both minors simultaneously. Instead, an additional MKTG prefix course will be required in its place.)</i></td></tr></tbody></table>			Course #	Course Title	Qtr. Hrs.	Prerequisite:			MKTG 2800	Introduction to Marketing	4	<i>Note: Business students take this course as part of the Business Core.</i>			Select five remaining marketing courses. Courses include:			MKTG 2910	Consumer Behavior	4	MKTG 2920	Business-to-Business Marketing	4	MKTG 2930	Methods of Marketing Research	4	<i>Additional Prerequisite: INFO 1020</i>			MKTG 3110	The Power of Professional Selling	4	MKTG 3130	Selling in a Digital World	4	MKTG 3140	Sales Management & Leadership	4	MKTG 3380	Supply Chain Management	4	MKTG 3435	SXSW: Marketing, Tech & Innovation	4	MKTG 3475	Mobile Marketing	4	MKTG 3480	Foundations of Digital Marketing	4	MKTG 3485	Search Engine Marketing	4	MKTG 3490	Social Media Marketing	4	MKTG 3495	Tech in Marketing	4	MKTG 3630	International Marketing	4	MKTG 3640	Services Marketing	4	MKTG 3660	Sports & Entertainment Marketing	4	MKTG 3705	Topics in Marketing	4	MKTG 3980	Marketing Internship	4	MKTG 3991	Independent Study	4	Marketing Minor Requirements – Business Majors		20	Marketing Minor Requirements – Non-Business Majors		24	<i>(Note: Non-business majors with a minor in both Business Administration and Marketing cannot count MKTG 2800 toward both minors simultaneously. Instead, an additional MKTG prefix course will be required in its place.)</i>		
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