

Marketing, Minor

DEPARTMENT

BS in Business Administration - Marketing Option, B.S.
BS in Business Administration - Logistics & Supply Chain Strategies Option, B.S.
BS in Business Administration - Sports Marketing Option, B.S.
MN in Marketing, Minor
MN in Fashion Merchandising, Minor
BA in Fashion Merchandising, B.A.

REQUIREMENTS

Department of Marketing and Logistics

Marketing Minor Requirements

Required (12 units)

MKTG 100S, MKTG 101, MKTG 132

Electives Select from: MKTG 110, 130, 134, 140, 144, 153, 150, 160, 161, 162, 163, 164, 165, 166, 167, 114, 115, 126 (7-8 units)

Total (19-20 units)

Advising Notes

1. Departments will provide permission into courses after evaluating appropriate similar prerequisites have been completed. In the case of MKTG 100S permission will be given if the student shows successful completion of the UDWE or a W course.
2. Students must earn a grade of C or better in each course. No course may be taken as CR/NC. Students must have a 2.0 GPA and 6 upper-division units in residence.

FACULTY

The faculty of the Department of Marketing and Logistics is composed of individuals who have studied and pursued business careers and teaching extensively throughout the world. Case studies, experiential exercises, business and community service projects, guest speakers, seminar discussions, and internships are just a few of the ways in which instructors provide students with practical applications in business. The combination of faculty expertise, teaching skills, research activities, and applied experience assures the student of receiving a quality education in marketing.

For faculty phone numbers and e-mail, see the campus directory.

For more on the faculty, see the faculty pages.

The faculty pages are updated by the department or program.