Twin Cities Campus

Marketing Minor

Marketing

Curtis L. Carlson School of Management

- Program Type: Undergraduate minor related to major
- Requirements for this program are current for Spring 2015
- Required credits in this minor: 12

See major description for more information.

Program Delivery

This program is available:

- via classroom (the majority of instruction is face-to-face)

Minor Requirements

This minor is only available for students earning a BSB degree in the Carlson School of Management.

Minor Courses

MKTG 3011 - Marketing Research (4.0 cr)
MKTG 3041 - Buyer Behavior (4.0 cr)

Electives

Take 4 or more credit(s) from the following:

- MKTG 4031 - Sales Management (4.0 cr)
- MKTG 4051 - Advertising and Promotion (4.0 cr)
- MKTG 4061 - Marketing Channels (4.0 cr)
- MKTG 4081W - Marketing Strategy [WI] (4.0 cr)
- MKTG 4082W - Brand Management [WI] (4.0 cr)
- MKTG 4092H *{Inactive}*(2.0 cr)

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