



### ***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 Fall 2017
- Required credits in this minor: 15

See major description for more information.

## **Program Delivery**

This program is available:

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

## **Admission Requirements**

This minor is only available to students who are pursuing a BSB degree from the Carlson School of Management.

For information about University of Minnesota admission requirements, visit the [Office of Admissions website](#).

### **Required prerequisites**

#### **Principles of Marketing**

[MKTG 3001](#) - Principles of Marketing (3.0 cr)

## **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)
- [IBUS 4082W](#) - Brand Management [WI] (4.0 cr)
- [MKTG 4090](#) - Marketing Topics (2.0 - 4.0 cr)