



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 2018
- 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 3005](#) - Introduction to Applying Analytical Tools for Solving Business Problems (2.0 cr)
- [MKTG 4031](#) - Sales Management (4.0 cr)
- [MKTG 4051](#) - Advertising and Promotion (4.0 cr)
- [MKTG 4061](#) - Marketing Channels (4.0 cr)
- [MKTG 4072](#) - Marketing-in-Action: Marketing Practicum (4.0 cr)
- [MKTG 4074](#) - Data-Driven Marketing (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 4085](#) - Nudge: Improving Decisions about Health, Wealth, and Happiness (2.0 cr)
- [MKTG 4090](#) - Marketing Topics (2.0 - 4.0 cr)