



***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 2012
- 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 admitted to a degree program in the Carlson School of Management.

### Minor Courses

[MKTG 3011](#) - Marketing Research (4.0 cr)

[MKTG 3041](#) - Buyer Behavior (4.0 cr)

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 4090](#) - Marketing Topics (2.0 - 4.0 cr)