Duluth Campus

Marketing Minor

Marketing

Labovitz School of Business and Economics

- Program Type: Undergraduate minor related to major
- Requirements for this program are current for Fall 2020
- Required credits in this minor: 12 to 30

The minor in marketing is about facilitating exchanges.

Program Delivery

This program is available:

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

Admission Requirements

A GPA above 2.0 is preferred for the following:

- 2.60 already admitted to the degree-granting college
- 2.60 transferring from another University of Minnesota college
- 2.60 transferring from outside the University

For information about University of Minnesota admission requirements, visit the Office of Admissions website.

Minor Requirements

The marketing minor is available to LSBE and non-LSBE students.

Program Sub-plans

Students are required to complete one of the following sub-plans.

Marketing Minor for BBA/BAcc Students

Prerequisite (3 cr)

MKTG 3701 - Principles of Marketing (3.0 cr)

Electives (9 cr)

MKTG 3701, 3761, 3767, 3797, 4762 and 4763 may not be used to fulfill this requirement.

Take exactly 9 credit(s) from the following:

- MKTG 37xx

MKTG 47xx

Marketing Minor for non-LSBE Students

An overall and UM GPA of 2.60 and 2.00 in LSBE courses and completion of the pre-minor core are required for automatic admission to this minor. Students with GPAs between 2.00 and 2.59 should consult with the LSBE Advising and Academic Services Office.

Non-LSBE Students Pre-Minor Core (15 - 18 cr)

Students are encouraged to complete ECON 1022 and 1023 as pre-minor core prerequisites.

ACCT 2001 - Principles of Financial Accounting (3.0 cr)

ECON 2030 - Applied Statistics for Business and Economics [LOGIC & QR] (3.0 cr)

MIS 2201 - Information Technology in Business (3.0 cr)

MGTS 1101 - Introduction to Business [LE CAT8] (3.0 cr)

Economics

ECON 1003 - Economics and Society [LE CAT, SOC SCI] (3.0 cr)

or ECON 1022 - Principles of Economics: Macro [LE CAT, SOC SCI] (3.0 cr)

ECON 1023 - Principles of Economics: Micro [LE CAT, SOC SCI] (3.0 cr)

Prerequisite (3 cr)

MKTG 3701 - Principles of Marketing (3.0 cr)

Electives (9 cr)

MKTG 3701, 3761, 3767, 3797, 4762 and 4763 may not be used to fulfill this requirement.

Take exactly 9 credit(s) from the following:

- MKTG 37xx

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MKTG 47xx

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