



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 Spring 2022
- 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 Economics BA and 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.

Pre-Minor Core (15-18 cr)

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

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

[MIS 2201](#) - Information Technology in Business (3.0 cr)

Accounting

[ACCT 2001](#) - Principles of Financial Accounting (3.0 cr)

or [ACCT 2005](#) - Survey of Accounting [LE CAT] (3.0 cr)

Economics

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

or Take the following course pair:

[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)

Statistics

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

or [PSY 3020](#) - Statistical Methods (4.0 cr)

or [SOC 3155](#) - Quantitative Research Methods and Analysis (4.0 cr)



or [STAT 1411](#) - Introduction to Statistics [LE CAT, LOGIC & QR] (3.0 cr)

or [STAT 2411](#) - Statistical Methods [LE CAT, LOGIC & QR] (3.0 cr)

or [STAT 3411](#) - Engineering Statistics (3.0 cr)

or [STAT 3611](#) - Introduction to Probability and Statistics (4.0 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.

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- MKTG 37xx

MKTG 47xx