

Marketing Minor

Description

Campus

Twin Cities

Program description

See major description for more information.

Program last updated

Fall 2024

Program details

Career

Undergraduate

Program Type

Undergraduate minor

This program is delivered in the following method(s)

In-person/classroom

Primary delivery method

In-person/classroom

Does this program require summer terms?

No

Minimum required program credits

15

Is a sub-plan required for this program?

No

Is the language required a specific language?

No second language

Admission details

Are students ever admitted to a pre-major status before admission to this major?

No

Requirements

Simple Requisites

Program Admission Requirements

This minor is only available for students earning a BSB degree in the Carlson School of Management.

Admission Requirements

Type

Completion Requirements

Principles of Marketing

Complete exactly 1 course(s) and earn 3 or more credit(s) from the following:

- MKTG3001 - Principles of Marketing (3cr.) Online may be available
OR MKTG3001H - Honors:Principles of Marketing (3cr.) Honors

Additional Comments:

Program Requirements

At least 3 credits of upper-division coursework in the minor must be completed at the University of Minnesota Twin Cities campus.

Program Requirements

Type

Completion Requirements

Minor Courses

Fulfill ALL of the following requirements:

Required Courses

Complete exactly 2 course(s) and earn 8 or more credit(s) from the following:

- MKTG3011 - Marketing Research (4cr.)
- MKTG3041 - Buyer Behavior (4cr.)

AND

Electives

Earn at least 4 credits from the following:

- IBUS4071 - Persuasion & Influence Across Cultures (4cr.)
- MKTG3005 - Introduction to Applying Analytical Tools for Solving Business Problems (2cr.)
- MKTG4031 - Sales Management (4cr.)
- MKTG4051 - Advertising and Promotion (4cr.)
- MKTG4061 - Marketing Channels (4cr.)
- MKTG4072 - Marketing-in-Action: Marketing Practicum (4cr.)
- MKTG4074 - Data-Driven Marketing (4cr.)
- MKTG4076 - Digital Marketing (2cr.)
- MKTG4081W - Marketing Strategy (4cr.) Writing Intensive
- MKTG4082W - Brand Management (4cr.) Writing Intensive
- MKTG4085 - Nudge: Improving Decisions about Health, Wealth, and Happiness (2cr.)
- MKTG4086 - Pursuit of Happiness in the Age of Consumption (2cr.)
- MKTG4090 - Marketing Topics (2-4cr.) Topics Course

Additional Comments:

Program Sub-Plan Requirements

No Requirement Level