

Articulation Agreement by Major

Effective during the 2022-2023 Academic Year

To: University of California, San Diego
2022-2023 General Catalog, Quarter

From: De Anza College
2022-2023 General Catalog, Quarter

Marketing Minor: Rady School of Management

GENERAL INFORMATION

DATED MATERIAL, SUBJECT TO CHANGE. PLEASE CONSULT CURRENT UCSD GENERAL CATALOG FOR ANY ADDITIONAL INFORMATION.

Special Advising Note:

Transfer students are strongly advised to complete as many preparatory courses as soon as possible for their minor before enrolling at UC San Diego. Preparing well for the minor helps students move efficiently toward graduation.

The Rady School of Management's Marketing minor provides students with both solid theoretical foundations and hands-on skill development, and builds on foundations laid in business analytics, computer science, economics, psychology, and statistics. Every business, government and nonprofit enterprise involves some component of marketing. Marketing requires the firm to understand customer needs; offer appropriate solutions that the customer can find, understand, trust and access; and price offerings to align all relevant parties' economic incentives. The minor consists of 28 units that provide breadth of the content spanning multiple areas of marketing.

1.) All courses applied toward the Marketing minor must be taken for a letter grade (C- or better).

2.) Courses that may be equivalent to a marketing course at UCSD and are not on ASSIST must be petitioned for credit with the Rady School of Management.

3.) Information about the Marketing minor is also available at our web site:
<https://rady.ucsd.edu/programs/undergraduate/minors/marketing-minor.html>

4.) Of the seven (7) total courses required for the minor, five (5) must be upper-division. Five of the seven courses in the minor must be taken at UCSD.

END OF AGREEMENT