

MINOR IN MARKETING

REQUIREMENTS

Only students outside of the School of Business may pursue this minor and may declare it directly with their home school advisor; a signature from a GWSB academic advisor is not required.

The following requirements must be fulfilled: 18 credits in selected courses.

See GWSB Regulations for additional information regarding minor programs.

Code	Title	Credits
Required		
Six courses (18 credits) selected from the following:		
BADM 3401	Contemporary Marketing Management	
or BADM 3401W	Contemporary Marketing Management	
MKTG 3142	Consumer Behavior	
or MKTG 3142W	Consumer Behavior	
MKTG 3143	Marketing Research	
MKTG 4148	Advertising and Marketing Communications	
MKTG 4149	Advanced Advertising Campaigns	
MKTG 4150	Salesmanship and Sales Management	
MKTG 4152	Retailing Management	
MKTG 4154	Digital Marketing	
MKTG 4159	Marketing Strategy	
MKTG 4160	Global Marketing Strategy	
MKTG 4161	Pricing Strategy: Competitive and Dynamic Pricing	
MKTG 4162	Digital Marketing Analytics	
MKTG 4163	Applied Marketing Decision Analytics	
MKTG 4164	Artificial Intelligence and Automated Marketing	
MKTG 4165	Customer Relationship Management and Relational Databases	
MKTG 4900	Special Topics	
or MKTG 4900W	Special Topics	