MARKETING, MINOR

The marketing minor at the Richard A. Chaifetz School of Business (https://www.slu.edu/business/) is designed to provide business or non-business students the opportunity for exposure to a broad collection of areas within the field of marketing.

Students are required to take MKT 3000 Introduction to Marketing Management (3 cr) and then select any four additional courses from the marketing curriculum. This flexibility provides students the ability to customize their marketing minor to those areas of most interest (e.g., sports marketing, retail management, brand management) thereby making marketing a complement to any business or non-business major.

Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MKT 3000</td>
<td>Introduction to Marketing Management</td>
<td>3</td>
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Elective Courses

Select four of the following: 12

- MKT 3400 Integrated Marketing Communications
- MKT 3500 Sports Marketing
- MKT 3600 Marketing Research
- MKT 3700 Social Media and Digital Marketing
- MKT 4300 Retail Management
- MKT 4400 Consumer Behavior
- MKT 4440 Personal Selling
- MKT 4450 Sales Management
- MKT 4550 International Marketing
- MKT 4600 Brand Management
- MKT 4650 Marketing Analytics
- MKT 4900 Marketing Strategy §
- MKT 4910 Marketing Internship

Total Credits 15

§ Additional prerequisite: Senior standing

Continuation Standards

Students must maintain a minimum 2.00 grade point average (GPA) in all courses used to fulfill minor requirements. If the minor GPA falls below a 2.00, students will have one semester to increase their minor GPA to a 2.00 or they will not be allowed to enroll in 3000 and 4000 level minor courses.