

MARKETING, MINOR

The marketing minor at Saint Louis University's Richard A. Chaifetz School of Business (<https://www.slu.edu/business/>) offers business and nonbusiness SLU students exposure to multiple areas in 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 to them (e.g. sports marketing, retail management, brand management), making marketing a complement to many business or non-business majors.

Requirements

Code	Title	Credits
Required Courses		
MKT 3000	Introduction to Marketing Management	3
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.

NOTE: Outside of the Business Common Body of Knowledge (CBK), a maximum of one business course (3 credit hours) may be used to fulfill requirements in two business majors/minors.

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.