

# 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, given course availability, thereby providing an important marketing compliment to any business or non-business major.

## Requirements

Code	Title	Credits
<b>Required Courses</b>		
MKT 3000	Introduction to Marketing Management	3
<b>Elective Courses</b>		
Select four of the following:		12
MKT 3300	Marketing Channels and Distribution	
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

## 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 minor GPA to a 2.00 or students will not be allowed to enroll in 3000 and 4000 level minor courses.