Marketing Minor

### Department of Marketing

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**Marketing Internship Director**
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**Marketing Minor Advising**
Office of Undergraduate Programs  
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- See advisors in Margery Reed Hall for course sequencing. Marketing faculty will serve as professional mentors for experiential opportunities.
- Any minor course substitutions must be pre-approved by the Marketing Department Chairperson (internship and independent study). MKTG 3950 is only available for Marketing majors.
- The Marketing minor may be completed by students pursuing any type of undergraduate degree at the University of Denver, with the appropriate dean’s approval.
- Students **may not** pursue the Marketing minor in conjunction with a Sales Leadership minor.
- The minor GPA must be 2.0 or higher to graduate.
- Only grades of “C-” or above may be used in completing minor requirements.
- **NO ADD/DROP slips go to instructors** – Students MUST go to Margery Reed Hall for help with ADD/DROP slips.

### Marketing Minor Course Requirements 2019-2020

The marketing program blends traditional marketing education with practical business experience—a combination that adds the extra dimension necessary for a successful career.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Title</th>
<th>Qtr. Hrs.</th>
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<tbody>
<tr>
<td>MKTG 2800</td>
<td>Introduction to Marketing</td>
<td>4</td>
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<td><strong>Note:</strong> Business students take this course as part of the Business Core.</td>
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Select **five** remaining marketing courses. Courses include:

- MKTG 2910 Consumer Behavior 4
- MKTG 2920 Business to Business Marketing 4
- MKTG 2930 Methods of Marketing Research 4
- MKTG 2945 Global Product Innovation 4
- MKTG 3110 The Power of Professional Selling 4
- MKTG 3130 Selling in a Digital World 4
- MKTG 3140 Sales Management & Leadership 4
- MKTG 3380 Supply Chain Management 4
- MKTG 3400 Introduction to Advertising 4
- MKTG 3425 Brand Management 4
- MKTG 3435 SXSW: Marketing, Tech & Innovation 4
- MKTG 3450 Advertising Media Strategy 4
- MKTG 3460 Advertising Creative Strategy 4
- MKTG 3475 Mobile Marketing 4
- MKTG 3480 Foundations of Digital Marketing 4
- MKTG 3485 Search Engine Marketing 4
- MKTG 3490 Social Media Marketing 4
- MKTG 3495 Tech in Marketing 4
- MKTG 3630 International Marketing 4
- MKTG 3635 International Consumer Behavior 4
- MKTG 3640 Services Marketing 4
- MKTG 3650 Innovation Strategies 4
- MKTG 3660 Sports and Entertainment Marketing 4
- MKTG 3980 Marketing Internship 4
- MKTG 3991 Independent Study 4

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