# Marketing Minor

## Department of Marketing

Daniels 480 – 303.871.3317  
Marketing Internship Director  
Professor Pallab Paul  

Marketing Minor Advising  
Office of Undergraduate Programs  
Margery Reed Hall 107  
Appointments: 303-871-6910  
DCBUndergrad@du.edu

- 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 (e.g., 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.
- 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.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Title</th>
<th>Qtr. Hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 2800</td>
<td>Introduction to Marketing</td>
<td>4</td>
</tr>
</tbody>
</table>

**Note:** Business students take this course as part of the Business Core.

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  
  Additional Prerequisite: INFO 1020
- 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 3440 Consumer Behavior 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 & Entertainment Marketing 4
- MKTG 3705 Topics in Marketing 4
- MKTG 3980 Marketing Internship 4
- MKTG 3991 Independent Study 4

## Marketing Minor Requirements

**– Business Majors**  
20

**– Non-Business Majors**  
24

(Note: Non-business majors with a minor in both Business Administration and Marketing cannot count MKTG 2800 toward both minors simultaneously. Instead, an additional MKTG prefix course will be required in its place.)