

# Marketing Minor

Department of Marketing	Marketing Minor Course Requirements 2011-2012																																																																								
<p style="text-align: center;">Daniels 480 – 303.871.3317</p> <p style="text-align: center;"><b>Faculty:</b>            Dr. Daniel Baack            Dr. Donald Bacon            Dr. Jan Brocker            Prof. Theresa Conley            Dr. Steven Hartley            Dr. Carol Johnson, Department Chair            Prof. Peter Lathrop            Dr. Caroline Li            Prof. Michele Lutz            Dr. Pallab Paul            Prof. Tia Quinlan-Wilder            Prof. Greg Wagner, Internship Director            Dr. Peter Whalen            Prof. Sandra Young</p> <p style="text-align: center;"><b>Academic Advising:</b></p> <p style="text-align: center;">Office of Undergraduate Programs            Margery Reed Hall, 1<sup>st</sup> Floor            Appointments: 303-871-6910  <a href="mailto:DCBUndergrad@du.edu">DCBUndergrad@du.edu</a></p> <ul style="list-style-type: none"> <li>▪ 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.</li> <li>▪ The minor GPA must be 2.0 or higher to graduate.</li> <li>▪ Only grades of "C-" or above may be used in completing minor requirements.</li> <li>▪ Any minor course substitutions must be pre-approved by the Marketing Department Chairperson.</li> </ul>	<p>The marketing program blends traditional marketing education with practical business experience—a combination that adds the extra dimension necessary for a successful career.</p> <p><b>Business Majors:</b></p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Course #</th> <th style="text-align: left;">Course Title</th> <th style="text-align: right;">Qtr. Hrs.</th> </tr> </thead> <tbody> <tr> <td colspan="3">Prerequisite:</td> </tr> <tr> <td>MKTG 2800</td> <td>Introduction to Marketing</td> <td style="text-align: right;">4</td> </tr> <tr> <td colspan="3"><i>Note: Business majors take this course as part of the Business Core.</i></td> </tr> <tr> <td colspan="3">Select two of the following courses:</td> </tr> <tr> <td>MKTG 2910</td> <td>Consumer Behavior</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 2920</td> <td>Business to Business Marketing</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 2930</td> <td>Methods of Marketing Research</td> <td style="text-align: right;">4</td> </tr> <tr> <td colspan="3" style="text-align: center;"><i>Additional Prerequisite: STAT 1400</i></td> </tr> <tr> <td colspan="3">Select three additional Marketing courses:</td> </tr> <tr> <td>MKTG Electives</td> <td></td> <td style="text-align: right;">12</td> </tr> <tr> <td colspan="3" style="text-align: center;"><b>Marketing Minor Requirements – Business Majors 20</b></td> </tr> <tr> <td colspan="3"><hr/></td> </tr> <tr> <td colspan="3"><b>Non-Business Majors:</b></td> </tr> <tr> <th style="text-align: left;">Course #</th> <th style="text-align: left;">Course Title</th> <th style="text-align: right;">Qtr. Hrs.</th> </tr> <tr> <td colspan="3">Prerequisite:</td> </tr> <tr> <td>MKTG 2800</td> <td>Introduction to Marketing</td> <td style="text-align: right;">4</td> </tr> <tr> <td colspan="3">Select two of the following courses:</td> </tr> <tr> <td>MKTG 2910</td> <td>Consumer Behavior</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 2920</td> <td>Business to Business Marketing</td> <td style="text-align: right;">4</td> </tr> <tr> <td>MKTG 2940</td> <td>Innovation Strategies</td> <td style="text-align: right;">4</td> </tr> <tr> <td colspan="3">Select three additional marketing courses:</td> </tr> <tr> <td>MKTG Electives</td> <td></td> <td style="text-align: right;">12</td> </tr> <tr> <td colspan="2" style="text-align: center;"><b>Marketing Minor Requirements – Non-Business Majors</b></td> <td style="text-align: right;"><b>24</b></td> </tr> </tbody> </table>	Course #	Course Title	Qtr. Hrs.	Prerequisite:			MKTG 2800	Introduction to Marketing	4	<i>Note: Business majors take this course as part of the Business Core.</i>			Select two of the following courses:			MKTG 2910	Consumer Behavior	4	MKTG 2920	Business to Business Marketing	4	MKTG 2930	Methods of Marketing Research	4	<i>Additional Prerequisite: STAT 1400</i>			Select three additional Marketing courses:			MKTG Electives		12	<b>Marketing Minor Requirements – Business Majors 20</b>			<hr/>			<b>Non-Business Majors:</b>			Course #	Course Title	Qtr. Hrs.	Prerequisite:			MKTG 2800	Introduction to Marketing	4	Select two of the following courses:			MKTG 2910	Consumer Behavior	4	MKTG 2920	Business to Business Marketing	4	MKTG 2940	Innovation Strategies	4	Select three additional marketing courses:			MKTG Electives		12	<b>Marketing Minor Requirements – Non-Business Majors</b>		<b>24</b>
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