



The marketing minor provides the student with the opportunity to develop an understanding of business and sufficient familiarity with marketing skills to work in a business environment. At least 9 credits of marketing courses must be completed in residency at MSU Denver.

An overall GPA of 2.0 is required to be awarded a minor in Marketing.

This minor is particularly useful to those pursuing degree programs in such fields as Entrepreneurship; Human Performance and Sport; Health Care Management; Hospitality, Tourism and Events; Journalism; Fine Art; and many others.

Required Courses

Credits

Offered

(Prerequisites are identified in parentheses.)

BUS 1950	Business Communication <i>(COMM 1010 or COMM 1100 and ENG 1010 Prerequisites or corequisite(s) ENG 1020)</i>	3 credits	fall/spring/summer
MKT 3000	Principles of Marketing <i>(ENG 1020, or 1021, completion of General Studies requirements in Oral Communication and Quantitative Literacy and Junior standing)</i>	3 credits	fall/spring/summer
MKT 3310	Consumer Behavior <i>(MKT 3000, Junior standing)</i>	3 credits	fall/spring/summer
MKT 4520	Seminar in Marketing (capstone) <i>(MKT 3000, plus 6 additional hours of completed marketing credits and Senior standing)</i>	3 credits	spring/summer

Elective Courses

Credits

Offered

The minor requires two elective courses that can be any of the following, only one lower division course is allowed.

MKT 1260	Intro. to Customer Service	3 credits	fall/spring/summer
MKT 2010	Marketing Around the Globe <i>(ENG 1009 or ENG 1010)</i>	3 credits	fall/spring/summer
MKT 2250	Introduction to Sales	3 credits	fall/spring
MKT 3010	Marketing Research <i>(BUS 1950, MKT 3000, and Junior standing)</i>	3 credits	fall/spring/summer
MKT 3100	Retail Marketing <i>(MKT 3000 and Junior standing)</i>	3 credits	fall
MKT 3110	Advertising & Promotion MGT <i>(MKT 3000 and Junior standing)</i>	3 credits	fall/spring
MKT 3160	Sales Leadership <i>(MKT 3000 and Junior standing)</i>	3 credits	fall/spring
MKT 3190	Marketing for Social Good <i>(MKT 3000 and Junior standing)</i>	3 credits	fall
MKT 3200	Digital Marketing Fundamentals <i>(Junior standing)</i>	3 credits	fall/spring
MKT 3250	Personal Selling <i>(Junior standing)</i>	3 credits	fall/spring

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Elective Courses	Credits	Offered
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The minor requires two elective courses that can be any of the following

MKT 2010 Marketing Around the Globe fulfills the global diversity requirement for non-marketing majors.

MKT 3750 Multicultural Marketing fulfills the multicultural requirement for majors and minors and can be used as a marketing elective at the same time.

MKT 3300	Marketing of Services <i>(MKT 3000 and Junior standing)</i>	3 credits	fall
MKT 3320	Inside Sales <i>(at least Junior standing)</i>	3 credits	fall
MKT 3330	Marketing and Sales Metrics <i>(MKT 3000 and Junior standing)</i>	3 credits	spring
MKT 3350	Social Selling <i>(Junior standing)</i>	3 credits	spring
MKT 3500	Sports Marketing <i>(Junior standing)</i>	3 credits	fall/spring
MKT 3610	Business to Business Marketing <i>(MKT 3000 and Junior standing)</i>	3 credits	spring
MKT 3710	International Marketing <i>(BUS 1950, MKT 3000, Junior standing)</i>	3 credits	fall/spring/summer
MKT 3750	Multicultural Marketing <i>(meets the University's multicultural requirement) (Junior or Senior standing)</i>	3 credits	fall/spring/summer
MKT 3910	New Product Development <i>(MKT 3000)</i>	3 credits	fall
MKT 3980	Internship in Marketing <i>(major or minor in Marketing, Global Business or International Business, Junior standing, MKT 3000, 2.5 gpa, permission of instructor)</i>	1-15 credits	fall/spring/summer
MKT 3981	Internship in Sales <i>(major or minor in Marketing, Global Business or International Business, Junior standing, MKT 3000, 2.5 gpa, permission of instructor)</i>	1-15 credits	fall/spring/summer
MKT 4110	Brand Management <i>(MKT 3000, Junior standing)</i>	3 credits	fall
MKT 4200	Content Marketing <i>(MKT 3000, Junior standing)</i>	3 credits	fall/spring
MKT 4250	Advanced Selling <i>(MKT 3250 and Senior standing)</i>	3 credits	fall/spring
MKT 4300	Social Media Marketing <i>(MKT 3000, Junior standing)</i>	3 credits	fall/spring/summer
MKT 4540	Digital Marketing Science <i>(MKT 3000, MKT 3200, + 3 additional MKT credits)</i>	4 credits	spring
MKT 4560	Marketing Strategy <i>(MKT 3010, MKT 3310 and Senior standing)</i>	3 credits	fall/spring/summer
BUS 3010	Global Business Experience <i>(ENG 1020, Sophomore standing or higher and instructor approval)</i>	3 credits	

Omnibus Courses

The following count as Marketing electives and are being tested for student interest.