

## Marketing Minor (2025-2026)

### Department of Marketing

Daniels College of Business,  
suite 480  
303-871-3317

#### Marketing Department Chair

Dr. Ali Besharat

#### Marketing Minor Advising

Daniels Undergraduate Programs  
Daniels College of Business,  
suite 255

Appointments: 303-871-6910

[Daniels.Undergrad@du.edu](mailto:Daniels.Undergrad@du.edu)

- See advisors in DCB suite 255 for course sequencing. Marketing faculty will serve as professional mentors for experiential opportunities.
- This minor is open to both business majors and non-business majors.
  - Non-business majors complete 24 credits for the minor.
  - Business majors complete 20 credits for the minor.
  - Students interested in pursuing both the minor in Sales Leadership and the minor in Marketing must meet with a Daniels advisor in DCB suite 255 to discuss implications.
- A minor GPA of 2.00 or higher is required to graduate.
- Only grades of "C-" or higher fulfill minor requirements.
- Any minor course substitutions (e.g., independent study or internship credits) must be preapproved by the Marketing Department Chairperson. MKTG 3950 is available only to Marketing majors.
- Students pursuing two minors that both require MKTG 2800 cannot have this course count toward both minors simultaneously. Students should work with Daniels advisors to select alternate course options to ensure the minimum credits required for each minor are earned, without overlapping courses.

### Marketing Minor Course Requirements

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

#### **Requirements for non-business majors: 24 credits**

- MKTG 2800 Introduction to Marketing (4 credits): This course is a prerequisite for other Marketing minor courses.
- Choose five additional 2000- or 3000-level Marketing courses. Options include:
  - MKTG 2910 Consumer Behavior (4 credits)
  - MKTG 2920 Business-to-Business Marketing (4 credits)
  - MKTG 2930 Methods of Marketing Research (4 credits)  
*Additional prerequisite: INFO 1020*
  - MKTG 3110 The Power of Professional Selling (4 credits)
  - MKTG 3130 Selling in a Digital World (4 credits)  
*Additional prerequisite: MKTG 3110*
  - MKTG 3140 Sales Management & Leadership (4 credits)
  - MKTG 3380 Supply Chain Management (4 credits)
  - MKTG 3435 SWSWi: Marketing, Tech, & Innovation (4 credits)
  - MKTG 3475 Mobile Marketing (4 credits)
  - MKTG 3480 Foundations of Digital Marketing (4 credits)
  - MKTG 3485 Search Engine Marketing (4 credits)
  - MKTG 3490 Social Media Marketing (4 credits)
  - MKTG 3495 Tech in Marketing (4 credits)
  - MKTG 3630 International Marketing (4 credits)
  - MKTG 3640 Services Marketing (4 credits)
  - MKTG 3660 Sports & Entertainment Marketing (4 credits)
  - MKTG 3705 Topics in Marketing (4 credits)

#### **Requirements for business majors: 20 credits**

- Complete the same requirements as above, except MKTG 2800 will count toward Business Core requirements.