

Marketing Minor

8.18.09

Department of Marketing

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Faculty:

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Dr. Donald Bacon
Prof. Theresa Conley
Dr. Steven Hartley
Dr. Carol Johnson, Department Chair
Prof. Peter Lathrop
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Dr. Pallab Paul
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Prof. Greg Wagner, Internship Director
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- 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.
- The minor GPA must be 2.0 or higher to graduate.
- Only grades of "C-" or above may be used in completing minor requirements.
- Any minor course substitutions or waivers for courses must be pre-approved by the Marketing Department Chairperson.

Marketing Minor Course Requirements 2009-2010

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

Course #	Course Title	Qtr. Hrs.
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Business Majors:

Prerequisite:

MKTG 2800	Introduction to Marketing	4
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Note: Business students take this course as part of the Business Core.

Select two of the following courses:

MKTG 2910	Consumer Behavior	4
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MKTG 2920	Marketing Strategies	4
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MKTG 2930	Methods of Marketing Research	4
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Prerequisites: MKTG 2800; STAT 1400

Select three additional Marketing courses:

MKTG Electives	12
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Marketing Minor Requirements – Business Majors 20

Non-business Majors:

MKTG 2800	Introduction to Marketing	4
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Select two of the following courses:

MKTG 2910	Consumer Behavior	4
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MKTG 2920	Marketing Strategies	4
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MKTG 2930	Methods of Marketing Research	4
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Prerequisites: MKTG 2800; STAT 1400

Select three additional marketing courses:

MKTG Electives	12
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**Marketing Minor Requirements –
Non-Business Majors 24**