

MARKETING MINOR

Business and Public Administration (bpa) (<https://catalog.csub.edu/general-information/csub-information/school-business-public-administration/>)

Department of Management and Marketing (<https://catalog.csub.edu/general-information/csub-information/school-business-public-administration/department-management-marketing/>)

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<http://www.csub.edu/bpa> (<http://www.csub.edu/bpa/>)

Program Maps for Business and Public Administration (<https://programmmap.csub.edu/academics/interest-clusters/4ca27785-7a7d-4430-a88c-14b0cb704529/>)

Program Requirements

Requirements for the Minor in Marketing

Code	Title	Units
Minor Requirements		
MKTG 3000	Marketing Principles	3
MKTG 4900	Marketing Planning and Problem Solving	3
Any two other 3-unit upper-division Marketing courses		6
MKTG 3010	Consumer Behavior	
MKTG 3020	Advertising & Public Relations	
MKTG 3040	Professional Selling	
MKTG 3150	Professional Self-Presentation	
MKTG 3510	Agricult Mktg Planning & Prac	
MKTG 4000	Marketing Research and Control	
MKTG 4050	Sales Management	
MKTG 4060	Marketing Channels	
MKTG 4100	Digital Marketing	
MKTG 4200	Global Marketing	
MKTG 4300	Services Marketing	
MKTG 4770	Special Topics in Marketing	
Total Units		12