

# University of Houston-Downtown

## College of Business

### Minor in Marketing – “C”

#### General Information:

- BU Student must have a 2.5 cumulative GPA or better at UHD to be approved for a COB minor.
- Non-BU Student must have a 2.25 cumulative GPA or better at UHD to be approved for a COB minor.
- Student must have a 2.0 GPA or better in minor courses for minor to be certified at graduation.
- Field experience course (MKT 4380) may NOT be applied to a minor program.
- The minor field elected must be different from the major.
- A student must complete all course work required for the minor in addition to all course work required for the degree prior to graduation.
- All minor programs in the College of Business require at least 9 hours upper-level course work in residence at UHD.
- Students should note that in some instances courses listed as requirements or options for the minor program may have prerequisites that are not listed as part of the program. Prerequisites will not be waived.
- The procedures for declaring a minor are available from the CoB Student Services Office, B101.

#### Required Courses (9 hours):

MKT 3301	Principles of Marketing [ <i>GenEd core+18 additional hrs, co-req: BA 3300</i> ]
MKT 4305	Buyer Behavior [ <i>BA 3300, MKT 3301</i> ] *
MKT 4309	Marketing Strategy [ <i>BA 3300, MKT 3301 + 9 additional hrs. of Marketing or dept. approval</i> ]

#### Elective Courses (9 hours) Choose three courses from the following:

MKT 3302	Personal Selling [ <i>BA 3300, MKT 3301 or dept. approval</i> ]
MKT 3304	International Marketing [ <i>BA 3300, MKT 3301</i> ]
MKT 3305	Integrated Marketing Communications [ <i>BA 3300, MKT 3301</i> ]
MKT 3308	Digital Marketing [ <i>BA 3300, MKT 3301</i> ]
MKT 3320	Social Media Marketing [ <i>BA 3300 and MKT 3301</i> ]
MKT 3330	Retail Management [ <i>BA 3300, MKT 3301</i> ]
MKT 3340	Customer Relationship Management [ <i>BA 3301, MKT 3301</i> ]
MKT 3350	Mobile, Web & Email Marketing [ <i>BA 3300, MKT 3301</i> ]
MKT 3360	Product Innovation Management [ <i>BA 3300, MKT 3301</i> ]
MKT 3399	Directed Study in Marketing [ <i>Dept. and Dean's approval</i> ]
MKT 4306	Marketing Research [ <i>STAT 3309, BA 3300, and MKT 3301 or dept. approval</i> ]
MKT 4310	Seminar in Retail Strategy [ <i>BA 3300, MGT 3301 MKT 3301 &amp; 3 more hrs in MKT or MGT</i> ]
MKT 4320	International Business Development [ <i>BA 3300, MKT 3301, MKT 3302</i> ]
MKT 4330	Understanding the Digital Consumer [ <i>BA 3300, MKT 3301, MKT 3308</i> ]
MKT 4340	Marketing Analytics [ <i>BA 3300, MKT 3301, MKT 4306</i> ]
MKT 4380	Field Experience [ <i>Dept. approval</i> ]
MKT 4390	Selected Topics in Marketing [ <i>Dept. approval</i> ]