

# MARKETING MINOR

Students who wish to expand their skills in marketing may pursue a minor in this field.

## Related Programs

### Major

- Marketing (BBA) (<https://catalog.luc.edu/undergraduate/business/marketing-bba/>)

### Combined

- Advertising Public Relations/Marketing (BA/MSM) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/advertising-public-relations-marketing-ba-msm/>)
- Business/Marketing (BBA/MSM) (<https://catalog.luc.edu/undergraduate/accelerated-bachelors-masters-program/business-marketing-bba-msm/>)

## Curriculum

The Marketing minor requires the following credit hours for completion:

- Quinlan students require 9 credit hours (see footnote below)
- Non-Quinlan students require 18 credit hours

Code	Title	Hours
<b>Required Courses</b>		
MARK 201	Principles of Marketing <sup>1</sup>	3
Select two of the following: <sup>1</sup>		6
ACCT 201	Introductory Accounting I	
ECON 201	Principles of Microeconomics	
	or ECON 202 Principles of Macroeconomics	
INFS 247	Business Information Systems	
MGMT 201	Managing People and Organizations	
<b>Electives</b>		
Select three of the following:		9
MARK 310	Consumer Behavior	
MARK 311	Marketing Research	
MARK 312	Gender and Marketing	
MARK 320	Marketing for Environmental Sustainability	
MARK 323	Personal Selling	
MARK 334	Services Marketing	
MARK 360	Retailing Management	
MARK 363	International Marketing	
MARK 367	Multicultural Marketing	
MARK 370	Political Marketing	
MARK 373	Integrated Marketing Communications	
MARK 380	Digital Marketing	
MARK 390	Marketing Strategies	
MARK 395	Independent Study	
MARK 399	Special Topics in Marketing	
SPRT 365	Fundamentals Sport Marketing	
<b>Total Hours</b>		<b>18</b>

<sup>1</sup> Quinlan Business Core courses - not included in 9 credits toward minor for Quinlan students.

## Suggested Sequence of Courses

The below sequence of courses is meant to be used as a suggested path for completing coursework. An individual student's completion of requirements depends on course offerings in a given term as well as the start term for the minor. Students should consult their advisor for assistance with course selection.

Course	Title	Hours
<b>Year 1</b>		
<b>Spring</b>		
200-level Business Principles course		3
<b>Hours</b>		<b>3</b>
<b>Year 2</b>		
<b>Fall</b>		
MARK 201	Principles of Marketing	3
<b>Hours</b>		<b>3</b>
<b>Spring</b>		
200-level Business Principles course		3
<b>Hours</b>		<b>3</b>
<b>Year 3</b>		
<b>Fall</b>		
MARK Elective		3
<b>Hours</b>		<b>3</b>
<b>Spring</b>		
MARK Elective		3
<b>Hours</b>		<b>3</b>
<b>Year 4</b>		
<b>Fall</b>		
MARK Elective		3
<b>Hours</b>		<b>3</b>
<b>Total Hours</b>		<b>18</b>

## Important Details

At the discretion of the Quinlan School of Business, a maximum of one transfer course (<https://www.luc.edu/quinlan/academics/studentresources/undergraduate/transfercredit/>) taken prior to matriculating at Loyola University Chicago may be allowed to satisfy minor requirements. A 2.0 average GPA is required for all attempted business courses. (BA in Economics students must also earn a 2.0 average GPA for all attempted Economics courses).

Quinlan students are limited to double dipping once (that is, counting one course twice) between any major or minor combination, regardless of what program the major or minor is taken in. Non-Quinlan students are limited to double dipping twice (that is, counting two courses twice) between business school minors and/or their respective majors.

Students planning to study abroad are encouraged to meet with their academic advisor early in the planning stage. A student will be permitted to take up to two approved courses in any Quinlan major or minor (and including BA Economics majors). All study abroad courses must be reviewed through the Study Abroad Office course approval process.

## Undergraduate Policies and Procedures

Please see Undergraduate Policies and Procedures (<https://catalog.luc.edu/academic-standards-regulations/undergraduate/>) for academic policies that supersede those of academic units within the University.

## Learning Outcomes

- Understanding models of consumer behavior and market research
- Developing and executing a marketing strategy
- Traditional and digital marketing approaches
- Marketing for the greater good, with an emphasis on ethics and social justice