

MARKETING MINOR (RS27)

The Marketing Minor emphasizes both solid theoretical foundations and hands-on skill development, and builds on foundations laid in business analytics, computer science, economics, psychology, and statistics. Every business, government and nonprofit enterprise involves some component of marketing.

All courses must be taken for a letter grade, with a grade of C- or better. Students may overlap 8 upper-division units between their major and minor, there is no restriction for overlapping lower-division units. The Marketing minor can be combined with any other Rady minor or business-related major.

UPPER DIVISION CORE (1 COURSES, 4 UNITS)

- MGT 100 Customer Analytics (Pre-req: ECON 120B or MATH 181B)
- OR
- MGT 103 Product Marketing and Management

UPPER DIVISION ELECTIVES (6 COURSE, 24 UNITS)

Students may select six elective courses from the approved list. For the most up to date list, please visit the program page on our website.

- MGT 100 Customer Analytics (if not chosen above)
- MGT 102 E-Commerce
- MGT 103 Product Marketing and Management (if not chosen above)
- MGT 105 Product Promotion and Brand Management
- MGT 106 Sales and Sales Management
- MGT 107 Consumer Behavior
- MGT 108R Applied Market Research
- MGT 109 Topics in Marketing
- MGT 112 Global Business Strategy
- MGT 153 Business Analytics

For more information about the Marketing minor, please visit:

<https://rady.ucsd.edu/programs/undergraduate-programs/marketing-minor/>