Marketing Minor
(for non-business majors)

The John Cook School of Business allows non-business majors to earn a minor in marketing that provides an excellent foundation in the areas of promotions and consumer behavior, and allows students to branch out into additional areas including retail, sales, and marketing research.

Students are responsible for completing any prerequisites as required, and a minimum 2.0 cumulative GPA is required in minor coursework. Students must declare this minor before they have completed 60 credits of coursework and complete 18 credits from the following courses in the Cook School:

Nine credits from three required courses (3 credits each)

- MKT 3000 Introduction to Marketing Management
- MKT 3400 Integrated Marketing Communications
- MKT 4400 Buyer Behavior

Nine credits chosen from 10 elective courses (3 credits each)

- MKT 3300 Marketing Channels & Distribution Systems
- MKT 3500 Sports Marketing
- MKT 3600 Marketing Research
- MKT 3700 Retail Management
- MKT 4300 Personal Selling
- MKT 4400 Sales Management
- MKT 4550 International Marketing
- MKT 4600 Brand Management
- MKT 4650 Marketing Analytics
- MKT 4900 Marketing Strategy

For more information, or to apply for a marketing minor for non-business majors, please contact:

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