

MARKETING, MINOR

The marketing minor at Saint Louis University's Richard A. Chaifetz School of Business (<https://www.slu.edu/business/>) equips students with the ability to understand customers, shape demand and communicate value in a dynamic marketplace.

Designed to complement a wide range of majors, the minor allows students to tailor their studies to their interests while gaining insight into how organizations attract, engage and retain customers. The result is a versatile foundation in marketing that enhances career readiness across industries. Students are required to take MKT 3000 Introduction to Marketing Management (3 cr) and then select four additional courses from the marketing curriculum. Through focused coursework, students develop practical skills in areas such as branding, digital and social media strategy, and market research and analysis.

The marketing minor is also available for students studying at Saint Louis University-Madrid (<https://www.slu.edu/madrid/>).

Requirements

Code	Title	Credits
Required Courses		
MKT 3000	Introduction to Marketing Management	3
Elective Courses		
Select four of the following:		12
MKT 3400	Integrated Marketing Communications	
MKT 3500	Sports Marketing	
MKT 3700	Digital Marketing	
MKT 3800	Qualitative Marketing Research	
MKT 3850	Quantitative Marketing Research	
MKT 4300	Retail Management	
MKT 4400	Consumer Behavior	
MKT 4440	Personal Selling	
MKT 4450	Sales Management	
MKT 4550	International Marketing	
MKT 4600	Brand Management	
MKT 4650	Marketing Analytics	
MKT 4900	Marketing Strategy §	
MKT 4910	Marketing Internship	
Total Credits		15

§ Additional prerequisite: Senior standing.

NOTE: Outside of the Business Common Body of Knowledge (CBK), a maximum of one business course (3 credit hours) may be used to fulfill requirements in two business majors/minors.

Continuation Standards

Students must maintain a minimum 2.00 grade point average (GPA) in all courses used to fulfill minor requirements. If the minor GPA falls below a 2.00, students will have one semester to increase their minor GPA to a 2.00, or they will not be allowed to enroll in 3000- and 4000-level minor courses.

Madrid

The marketing minor at SLU-Madrid is designed to provide business and non-business students the opportunity for exposure to a broad collection of areas within the marketing field. Students must take MKT 3000 Introduction to Marketing Management (3 cr) and four additional courses from the marketing curriculum. This flexibility allows students to customize their marketing minor to include the areas that interest them most, given course availability, making the marketing minor a valuable compliment to any business or nonbusiness major.

Curriculum Overview

SLU-Madrid students can choose from the following elective options offered regularly at SLU-Madrid.

- MKT 3400 Integrated Marketing Communications (3 cr)
- MKT 3700 Digital Marketing (3 cr)
- MKT 4300 Retail Management (3 cr)
- MKT 4400 Consumer Behavior (3 cr)
- MKT 4550 International Marketing (3 cr)
- MKT 4600 Brand Management (3 cr)
- MKT 4650 Marketing Analytics (3 cr)
- MKT 4900 Marketing Strategy (3 cr)
- MKT 4910 Marketing Internship (1-3 cr)

Contact Us

For questions about undergraduate business programs, please email slubiz@slu.edu or call 314-977-3800.