

MARKETING MINOR

At the undergraduate level, the Freeman School offers a marketing minor for students who are enrolled as business majors. This minor provides BSM students with an understanding of sales and marketing principles used in business and how they relate to other aspects of the business world. Students must complete 9 credit hours, selecting two required classes (6 credit hours) and an additional 3 credit hours chosen from approved electives.

For additional information about academic minors, see Academic Requirements (<https://catalog.tulane.edu/business/#academicpoliciestext>).

Requirements Curriculum

Course ID	Title	Credits	
Required (3 credits)			
MKTG 4110	Research and Analytics	3	
Required (Choose One Course)			
MKTG 4100	Consumer Behavior	3	
MKTG 4120	Advanced Marketing Strategy		
MKTG 4220	Sales Management		
MKTG 4250	Social and Online Marketing		
Elective (Choose One Course)			
MKTG 4100	Consumer Behavior ³	9	
MKTG 4105	Customer Relationship Mktg		
MKTG 4117	Business to Business Mktg		
MKTG 4120	Advanced Marketing Strategy ³		
MKTG 4137	Pricing		
MKTG 4145	New Products Marketing		
MKTG 4155	Brand Management		
MKTG 4165	Retailing		
MKTG 4220	Sales Management ³		
MKTG 4230	Global Marketing		
MKTG 4240	Relationship Marketing		
MKTG 4250	Social and Online Marketing ³		
MKTG 4260	Advertising and Promotions		
MKTG 4290	Service Marketing		
Total Credit Hours			