The Olin Business School offers a Minor in Marketing for students in Arts & Sciences, Engineering, and the Sam Fox School. All five required courses must be taken at Olin Business School. A minimum of a 2.0 GPA average in all business minor course work is required.

Prerequisites

- Calculus: Math 132
- Microeconomics: Econ 1011 or MEC 290
- Statistics I: Math 2200 or 3200, ESE 326, PS 363, or QBA 120 (AP credit for Math 2200 will fulfill this prerequisite.)
- Statistics II: QBA 121, Econ 413 or Math 439

Minor Requirements (15 overall minimum units)

**MINOR: Marketing (15 minimum units)**

**Core Requirements**

- MKT 370  Principles of Marketing
- MKT 378 or 473  Marketing Research

**Electives: At least 9 units from the following**

- MKT 377  Consumer Behavior
- MKT 400F  Brand Management
- MKT 400G  Digital Marketing and Customer Analytics
- MKT 465*  Retail Management
- MKT 470E  Pricing Strategy
- MKT 477  International Marketing
- MKT 478  New Product Management
- MKT 480  Marketing Strategy

*This course was formerly MKT 373.

To fulfill your business minor, you are required to:

- Satisfy all prerequisites with preference for completing all prerequisites at Washington University.
- AP credit for Math 2200 applies only for a minor. Second majors must take QBA 120 and 121.
- All five required courses must be taken at Olin Business School.
- Courses taken in University College or at another university do not satisfy any required courses.
- All five required courses must be taken for a grade.
- A minimum of a 2.0 GPA average in all business minor course work is required.

To earn two business minors, an additional fifteen units would be required as counting a course twice is not allowed.

To learn more about this minor and other business courses, contact Olin Business School: call 314-935-6315, stop by Simon 118 or visit the campus group website: [http://olinwustl.campusgroups.com/bsba/second-majors-minors/](http://olinwustl.campusgroups.com/bsba/second-majors-minors/).

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