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 or 493

Minor Requirements (15 overall minimum units)

MINOR: Marketing (15 minimum units)

Core Requirements

MKT 370  Principles of Marketing  MKT 378  Marketing Research

Electives: At least 9 units from the following

MKT 377  Consumer Behavior  MKT 470E  Pricing Strategy  
MKT 400E  Sales Management  MKT 477  Intl Marketing (or MKT 477L or MKT 477S)  
MKT 400F  Brand Management  MKT 478  New Product Management  
MKT 400G  Digital Marketing and Customer Analytics  MKT 480  Marketing Strategy  
MKT 450F  Luxury Goods - A Dash of Fashion  MKT 481  Integrated Marketing Communications  
MKT 465  Retail Management

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/.

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