

MARKETING MINOR

The Marketing Minor is designed to equip Vanguard students with persuasive communication, consumer insights, and strategic brand management to serve in positions of service and leadership across the three business, nonprofit, and government sectors.

Vanguard students outside of the School of Business & Management are eligible to minor in Marketing by completing eighteen (18) units in courses offered by the Patty Arvielo School of Business and Management (PASBM). Twelve (12) of the 18 units must be taken at Vanguard University.

Accounting, Business Administration, and Management majors are also eligible to minor in Marketing by applying six (6) units from required courses in their major in addition to 12 units from among the following courses offered by the PASBM.

Code	Title	Units
Required Coursework		
MRKT-360	Principles of Marketing	3
MRKT-365	Marketing Research	3
or MRKT-369	Consumer Behavior	
Choose 3 units from MRKT courses		3
Select 9 units from the following: ¹		9
COMM-273	Visual Technology	
COMM-309	Graphic Design	
COMM-345	Communication Across Cultures	
COMM-404	Social Media	
COMM-411	Mobile and Web Development	
MRKT-367	Multinational Marketing	
MRKT-464	Strategic Marketing	
MRKT-470	Special Topic in Marketing ²	
Total Units		18

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If MRKT-365 Marketing Research was chosen above, MRKT-369 Consumer Behavior may be taken as an elective. If MRKT-369 Consumer Behavior was chosen above, MRKT-365 Marketing Research may be taken as an elective.

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Only when MRKT-470 is "Action Sports Marketing" can the course be used as an elective option for the minor.