

Olin Business School is pleased to offer a new Minor in Marketing for students in Arts & Sciences, Engineering, and the Sam Fox School. The new minor is a 15-credit hour, 5-course package.

Prerequisites:

1. Calculus II (Math 132) or Calculus II for the Life, Social and Managerial Science (Math 128) or the equivalent.
2. Elementary to Intermediate Statistics (Math 2200 or 3200) or Probability & Statistics for Engineers (ESE 326) or Managerial Statistics I (QBA 120).
3. Introduction to Microeconomics (Econ 1011 formerly Econ 103B) or Microeconomics (MEC 290).

The five required courses are:

#1. Principles of Marketing (B55 370) - Introduces the fundamental principles of marketing management: analyzing market opportunities and examining the marketing mix (product, price, distribution, and promotion) within the context of the marketing environment.

#2. Marketing Research (B55 473) - Examines the collecting, assimilating, and analyzing of market information to support management decision making

#3. Marketing Strategy (B55 480) - Focus is on the role of marketing strategy in the success of the firm and on the formulation of successful marketing strategy.

Choose courses #4 and #5 from the following:

- **Retail Management (B55 373)** - Explores the fundamental factors that are critical to the success of most retailers: merchandising, store design and display, personal selling, advertising and promotion, pricing, and location.
- **Consumer Behavior (B55 377)** - Focuses on psychological, sociological, and social psychological principles as they apply to consumer buying behavior.
- **Pricing (B55 470E)** - Focuses on the environment of pricing decisions and the common analytical techniques that firms use in making pricing decisions.
- **Advanced Retail Topics (B55 476)** - Focuses on current important issues facing retailers. Course relies on cases, company and industry data, and field trips.
- **International Marketing (B55 477)** - Addresses three fundamental decisions confronting an international company: choosing which foreign markets to penetrate, determining the mode of market entry, and devising the international marketing plan.
- **New Product Management (B55 478)** - Covers the complete process of new product/service development and management from identifying new product/service opportunities to post-launch management.
- **Integrated Marketing Communication (B55 481)** - Focuses on an Integrated Marketing Communication (IMC) approach to advertising and other forms of commercial communications, providing students with a strong foundation in communication theory.

Fulfilling the Business Minor:

Olin Business School offers academic minors for undergraduates in Arts & Sciences, Engineering, and the Sam Fox School. Effective August 1, 2010, Business Minors are required to:

- file a declaration to earn a Minor no later than the end of their sixth semester;
- satisfy all prerequisites;
- take all five required courses at Olin Business School. It is preferred that prerequisites be completed at Washington University. Courses taken in University College or at another university do not satisfy any of the five required courses;
- take all five required courses for grades, i.e., no Pass/Fail;
- achieve no less than a 2.0 GPA average in all Business Minor course work;
- receive permission from their academic advisor and the Olin Business School to declare a second Business Minor;
- in addition to the above, complete no less than 15 credits in Olin Business School. Courses may not be double-counted toward two business minors.

See next page for advice on pursuing a “Market Analysis” or “Marketing and Retailing” emphasis.

**To learn more about the Minor and Olin courses, contact: Cyndy Newell
314.935.6542 or Newell@wustl.edu**

Advice to students:

Market Analysis emphasis: For students who would like to focus on the application of analytical techniques and thinking to marketing problems. It ensures that students have a comprehensive understanding of marketing techniques.

We advise students to pick two of the following courses from this list:

Consumer Behavior (B55 377) - Focuses on psychological, sociological, and social psychological principles as they apply to consumer buying behavior.

Pricing (B55 470E) - Focuses on the environment of pricing decisions and the common analytical techniques that firms use in making pricing decisions.

New Product Management (B55 478) - Covers the complete process of new product/service development and management from identifying new product/service opportunities to post-launch management.

Marketing and Retailing emphasis: For students who would like to focus on the retailing and personal selling career track.

We advise students to pick two of the following courses from this list:

Retail Management (B55 373) - Explores the fundamental factors that are critical to the success of most retailers: merchandising, store design and display, personal selling, advertising and promotion, pricing, and location.

Advanced Retail Topics (B55 476) - Focuses on current important issues facing retailers. Course relies on cases, company and industry data, and field trips.

International Marketing (B55 477) - Addresses three fundamental decisions confronting an international company: choosing which foreign markets to penetrate, determining the mode of market entry, and devising the international marketing plan.

Integrated Marketing Communication (B55 481) - Focuses on an Integrated Marketing Communication (IMC) approach to advertising and other forms of commercial communication, providing students with a strong foundation in communication theory.