

MULTICULTURAL MARKETING (MINOR)

This program was approved for students entering the university in the Summer 2023–Spring 2024 catalog year. For more information about catalog year, go to Catalog Year Information (<http://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

Minor in Multicultural Marketing

Unit: College of Business (<https://business.louisville.edu/>)
Department: Marketing (<https://business.louisville.edu/academics-programs/undergraduate-programs/marketing/>)
Academic Plan Code(s): MKT_MINMCM

Both global and U.S. markets are increasingly diverse. In the U.S. alone, the minority population (or “emerging majority”) makes up 38% of the population and is expected to exceed 50% by mid-century, a status already attained in California, Hawaii, New Mexico and Texas. Buying power is following suit. Despite this evolution of the marketplace, marketing practices remain largely hegemonized – translating general market plans (predominantly targeting white populations) to minority audiences without nuanced insight into cultural differences. This program will help change that thinking and embrace a multicultural view of marketing.

Admission Requirements

For business majors, enrollment in the College of Business is required.

For non-business majors, students must have completed 51 or more semester hours with a cumulative GPA of 2.5 or higher.

Students must complete the program prerequisites and earn a GPA of 2.5 or higher in those prerequisites in order to pursue the Marketing Core.

A formal application to the minor is required upon completion of the program prerequisites.

Program Requirements

Code	Title	Hours
Marketing/Program Requirements		
MKT 201	Multiculturalism in the Marketplace	3
MKT 301	Principles of Marketing	3
MKT 202	Design Thinking for Creative Problem Solving - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
or MKT 410	Design Thinking in Marketing	
MKT 350	Consumer Behavior	3
MKT 451	Multicultural Marketing Strategy	3
Cultural Electives		
Select two of the following: ¹		6
HUM 152	Cultures of America - AH (http://catalog.louisville.edu/undergraduate/general-education-requirements/), D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	

SOC 210	Race in the United States - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/), D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
PAS 227	Survey of American Diversity - D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
ANTH 310	Race, Culture, Identity
COMM 350	Introduction to Intercultural Communication - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/), D2 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
COMM 410	International Communication
LEAD 314	Diversity in the Workplace - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/), D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
MGMT 290	Managing A Diverse Workplace-SBD1 - D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
POLS 315	Race, Law and Politics - D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)

Minimum Total Hours

21

At least three (3) semester hours of the requirements for a minor must be successfully completed while enrolled in the University of Louisville.

¹ Other courses may be accepted for Cultural Elective credit contingent upon departmental approval.