

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 or MKT 410	Design Thinking for Creative Problem Solving Design Thinking in Marketing	3
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	
SOC 210	Race in the United States	
PAS 227	Survey of American Diversity	
ANTH 310	Race, Culture, Identity	
COMM 350	Introduction to Intercultural Communication	
COMM 410	International Communication	
LEAD 314	Diversity in the Workplace	
MGMT 290	Managing A Diverse Workplace-SBD1	

POLS 315 Race, Law and Politics

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.