

MARKETING MINOR

Banner Code: MKTG

Admissions & Policies

Policies

For policies governing all minors, see AP.5.3.4 Minors. The School of Business residency requirement for this minor supersedes the university requirement: at least nine credits must be earned at Mason.

At least eight credits of the minor courses must be unique to the Business Minor and not applied toward any other major, minor, or concentration. Students must achieve a grade of C or better in each course that is applied toward the minor.

Requirements

Minor Requirements

Total credits: 15

Required Courses

Code	Title	Credits
MKTG 303	Principles of Marketing	3
MKTG 312	Consumer Behavior	3
Total Credits		6

Electives

Code	Title	Credits
Choose 3 of the following courses:		9
MKTG 311	Sales Management	
MKTG 313	Advertising and Marketing Communications	
MKTG 315	Digital Marketing	
MKTG 332	Retailing and E-Commerce Management	
MKTG 333	Business to Business Marketing	
MKTG 351	Marketing Research	
MKTG 352	Marketing Analytics for New Product Development	
MKTG 353	New Product Development	
MKTG 407	Global Marketing	
MKTG 455	Ethnic and Multicultural Marketing	
MKTG 481	RS: Marketing in the Nonprofit Sector	
MKTG 491	Seminar in Marketing	
Total Credits		9