

MARKETING MINOR

Banner Code: MKTG

Academic Advising

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Administration

- David Gallay, Director of Minor Programs

The Marketing Minor provides any student who is interested in marketing a solid foundation for understanding the needs of the customer and in the principles of marketing management. This includes understanding new product development, creating marketing communications and promotions, managing customer relationships, and analyzing consumer and market trends. Learning outcomes also include the value organizations create for their customers, and opportunities and threats in the global marketplace.

This minor provides a wide range of marketing classes that can enhance major coursework in other academic disciplines. In the required courses, students learn about the voice of the consumer and customer behavior, and explore fundamental marketing principles. In the elective courses, students can tailor their focus with a variety of specialized topics.

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

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. This minor is available to all non-Marketing majors at the University with a minimum of sophomore standing.

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 307	Federal Government Marketing	