MARKETING MINOR

Banner Code: MKTG

Academic Advising
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Administration

• Jeremy Plotnick, 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.

Admissions & Policies

Policies
At least eight credits must be unique to the 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.

For policies governing all minors, see AP.5.3.4 Minors (http://catalog.gmu.edu/policies/academic/undergraduate-policies/#ap-5-3-4). The School of Business residency requirement for this minor supersedes the university requirement: at least nine credits must be earned at Mason.

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>MKTG 303</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 312</td>
<td>Consumer Behavior</td>
<td>3</td>
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<td></td>
<td>Total Credits</td>
<td>6</td>
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Electives

Select three courses from the following: 9

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<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>MKTG 307</td>
<td>Federal Government Marketing</td>
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