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.

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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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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Total Credits 6

Electives

Choose 3 of the following courses: 9

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