The Marketing Minor provides any student who is interested in marketing with a solid foundation in the principles of marketing management and understanding the needs of the customer. The specific concepts covered include new product development, marketing communications and promotions, managing customer relationships, and analyzing consumer and market trends. Students will also gain insights into the value organizations create for their customers, and opportunities and threats in the global marketplace. In the required courses, students explore fundamental marketing principles and learn about the voice of the consumer and customer behavior. In the elective courses, students can tailor their focus with a variety of specialized topics. The knowledge and skills gained through this minor can complement the student’s coursework in a wide range of academic disciplines.

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>
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<tr>
<th>Code</th>
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<th>Credits</th>
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<tr>
<td>MKTG 303</td>
<td>Principles of Marketing</td>
<td>3</td>
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<tr>
<td>MKTG 312</td>
<td>Consumer Behavior</td>
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Electives

Select three courses from the following:

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<td>MKTG 307</td>
<td>Federal Government Marketing</td>
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Total Credits 9

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<td>Consultative Selling</td>
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<td>MKTG 311</td>
<td>Sales Management</td>
<td></td>
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<tr>
<td>MKTG 313</td>
<td>Advertising and Marketing</td>
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<td>MKTG 315</td>
<td>Digital Marketing</td>
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<td>MKTG 316</td>
<td>Social Media Marketing Strategy</td>
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<td>MKTG 332</td>
<td>Retailing and E-Commerce Strategy</td>
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<td>MKTG 333</td>
<td>Business to Business Marketing</td>
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<tr>
<td>MKTG 335</td>
<td>Strategic Brand Management</td>
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<td>Marketing Research</td>
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<td>MKTG 352</td>
<td>Marketing Analytics for New Product Development</td>
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<tr>
<td>MKTG 353</td>
<td>New Product Development</td>
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<td>Direct Marketing</td>
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<td>Global Marketing</td>
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<td>Marketing Consulting</td>
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<td>MKTG 455</td>
<td>Ethnic and Multicultural Marketing</td>
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<td>MKTG 481</td>
<td>RS: Marketing in the Nonprofit Sector</td>
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<td>MKTG 491</td>
<td>Seminar in Marketing</td>
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