# 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

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

### Electives

Choose 3 of the following courses:

- 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