

Marketing (MKT) Minor

PROGRAM SHEET

Marketing touches every aspect of our lives. A minor in Marketing will give you an opportunity to study many of the relationships between organizations and consumers. Marketing is a societal process and a set of organizational functions for creating, communicating, and delivering value to customers and for managing relationships in ways to benefit local and global stakeholders.

15 credit hours (9 credits required courses, 6 credits elective courses)

Required Courses (must take all courses)

| Course Code | Course Name | PreReq's | Credits |
|-----------------------------|------------------------------------|----------|---------|
| MKT 4240 | Consumer Behavior | * | 3 |
| MKT 4520 | Marketing Research and Analysis | * | 3 |
| Marketing Elective (pick 1) | | | 3 |
| MKT 4230 | Integrated Marketing Communication | ** | |
| MKT 4440 | Services Marketing | *** | |
| MKT 4540 | International Marketing | * | |
| MKT 4590 | Sustainable Business Practices | **** | |
| MKT 4910 | Selected Topics in Marketing | ***** | |
| SELL 3310 | Professional and Technical Selling | ***** | |
| Total | | | 9 |

Advanced Business Electives

| Course Code | Course Name | PreReq's | Credits |
|-------------|---------------------|----------|---------|
| 3000+ | Any Business Course | Varies | 3 |
| 3000+ | Any Business Course | Varies | 3 |
| Total | | | 15 |

- * MKT 3210 and junior class standing
- ** MKT 3210, advanced business standing
- *** HOSP 2000 or MKT 3130
- **** Advanced business standing
- ***** Obtain permission and specific listing of prerequisites for enrollment from the Academic Advising unit of the GJSSC before registering
- ***** COM 1 and sophomore class standing