

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 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.

MKTG 313	Advertising and Marketing Communications
MKTG 315	Digital Marketing
MKTG 316	Social Media Marketing Strategy
MKTG 332	Retailing and E-Commerce Management
MKTG 333	Business to Business Marketing
MKTG 335	Strategic Brand Management
MKTG 351	Marketing Research
MKTG 352	Marketing Analytics for New Product Development
MKTG 353	New Product Development
MKTG 355	Direct Marketing
MKTG 407	Global Marketing
MKTG 450	Marketing Consulting
MKTG 455	Ethnic and Multicultural Marketing
MKTG 481	RS: Marketing in the Nonprofit Sector
MKTG 491	Seminar in Marketing

Total Credits 9

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 AP5.3.4 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.

Requirements

Minor Requirements

Total credits: 15

Required Courses

Code	Title	Credits
MKTG 303	Principles of Marketing	3
MKTG 312	Consumer Behavior	3
Total Credits		6

Electives

Code	Title	Credits
Select three courses from the following:		
MKTG 307	Federal Government Marketing	3
MKTG 310	Consultative Selling	3
MKTG 311	Sales Management	3