

MINOR IN MARKETING

The Minor in Marketing is housed in the Department of Marketing: Stephens Hall 123, 410-704-3357.

Marketing is the business function that is responsible for creating, communicating, and delivering value to customers. Marketing involves identifying who an organization's customers are (or should be) and then determining how best to attract and retain profitable customers. Therefore, good marketing is essential for any organization. The courses available in the Minor in Marketing focus on the qualitative side of marketing, including Professional Selling, Global Marketing, and Consumer Behavior in addition to elective courses such as Sustainable Marketing and Integrated Marketing Communications. The Minor in Marketing provides students with a deeper understanding of consumers' needs and wants and an ability to create customer value to satisfy those needs. Students from any major, excepting BUAD students with a concentration in marketing, may pursue the Minor in Marketing.

Requirements

This 21-unit minor is available to students who have a major other than Business Administration with a concentration in Marketing. The Marketing minor normally takes at least 3 terms to complete beginning with MKTG 341.

- At least 12 units of the Minor must be completed at Towson University.
- No more than 3 units of upper (300-400) level Marketing courses may be taken as part of Study Abroad / Away.
- All courses must be completed with a grade equivalent of 2.00 or higher.
- It is recommended, but not required, that ECON 201 be taken before MKTG 341.
- MKTG 341 is a prerequisite for all other MKTG courses.
- MKTG 425 is a prerequisite for MKTG 445.
- MKTG 451 is a prerequisite for the Marketing Elective (MKTG 345, MKTG 355, MKTG 347, MKTG 361, MKTG 381, MKTG 452 or MKTG 470).

Code	Title	Units
Required Courses		
ECON 201 or ECON 203	MICROECONOMIC PRINCIPLES HONORS MICROECONOMIC PRINCIPLES	3
MKTG 341	MARKETING AND CREATIVITY	3
MKTG 425	CONSUMER BEHAVIOR ANALYSIS	3
MKTG 451	PROFESSIONAL SELLING	3
MKTG 445	GLOBAL MARKETING	3
COMM 131 or PSYC 101 or THEA 101	PUBLIC SPEAKING INTRODUCTION TO PSYCHOLOGY ACTING I	3
Marketing Elective		
Select one of the following:		3
MKTG 345	MANAGING INTEGRATED MARKETING COMMUNICATIONS	
MKTG 355	RETAIL MANAGEMENT	
MKTG 347	SERVICES MARKETING	

MKTG 361	MARKETING FOR NON-PROFIT ORGANIZATIONS
MKTG 381	SUSTAINABLE MARKETING
MKTG 452	ADVANCED SELLING AND SALES MANAGEMENT
MKTG 470	SPECIAL TOPICS IN MARKETING
Total Units	21