The Marketing minor is only open to students who have been admitted to the School of Business as a full Accounting, Economics, or Business Administration major. Pre-majors and majors outside the School of Business may not declare a Marketing minor.

The Marketing minor prepares students for a variety of career paths through specialized study in all facets of the marketing function in organizations large and small. The courses are designed with a focus on theory and application through real-world projects. Students are strongly encouraged to get involved with the marketing student organization as early as freshman year. Students may also consider participating in the Adopt-A-Business Program which supports digital marketing efforts for local companies.

**Marketing Minor Curriculum 18 credits**

**Required Courses 12 Credits**

MKTG 331  Marketing (3)
MKTG 333  Marketing Research (3) Spring Only, Prerequisites: ECON 205 and MKTG 331
MKTG 334  Advertising and Promotion Management (3) Fall Only, Prerequisite: MKTG 331
MKTG 338  Internet Marketing (3) Fall Only, Prerequisite: MKTG 331

**Elective Courses, Choose Two from Below 6 credits**

MKTG 341  Consumer Behavior (3) Spring Only, Prerequisite: MKTG 331
MKTG 342  Sales Management (3) Spring Only, Prerequisite: MKTG 331
MGMT 395  Internship (3) Prerequisites: 2.75 cum GPA, junior or senior standing, permission of Internship Director

**Internship Note:**

Students who choose MGMT 395, Internship, for one of the Marketing minor elective courses must have a marketing internship. The learning activities and experience must be approved prior to starting the internship. No student will be permitted to get credit for a past internship (after the fact) in fulfillment of the Marketing minor.

**Program Notes:**

- Students should note of all related MATH, ACCT, ECON, FINA, MGMT, and MKTG prerequisites for the Marketing minor requirements.
- A minimum of 12 credits in the minor must be taken at Geneseo.
- See Undergraduate Bulletin for course descriptions and prerequisite requirements.
- Minimum competency for all courses presented for the minor in Marketing is C-.

**For additional information consult the School of Business Office, South Hall 100**

Revised 7/20/17