

MARKETING MINOR

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