

# MARKETING, MINOR

Marketing is at the core of many decisions in a company AND it is more than selling goods or services. It is a collection of skills that are useful in any career. No matter what major you have, knowing who your customer is and how to communicate with that business or consumer, to solve their problems, totally depends on marketing. No company can be successful without understanding how to address the wants and needs of their customers and a minor in marketing will help you in that role no matter what job you have.

With a marketing minor, you learn how imperative the 4Ps of marketing (product, price, promotion, and placement/distribution) combine to solve customers' problems with the right product, at the price, using the right incentive, and communication (promotions), at the right place and time.

To access Minor Requirements, please view the Curriculum Guide tab.

## RELATED LINKS

Marketing, Minor Program Page (<https://www.sru.edu/academics/majors-and-minors/marketing/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)

**Curriculum Guide**

## GPA Requirement

Minor GPA: 2.0 or higher

## Minor Requirements

- Students must complete at least 6 credit hours in their minor from SRU.
- A minimum of 6 credit hours must be upper division (courses numbered 300 and above)
- A minor shall be no fewer than 18 credits.

Code	Title	Hours
<b>Required Courses</b>		
MRKT 230	Principles of Marketing	3
MRKT 332	Business Marketing	3
MRKT 333	Consumer Behavior	3
MRKT 437	International Marketing	3
<b>Elective</b>		
Select two 300 or 400 level course:		6
MRKT 300/400	MRKT 300/400 level courses	
<b>Total Hours</b>		<b>18</b>

\* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

## Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to

ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

MINOR IN MARKETING - (51F)

This program is effective in Summer 2022

Revised 05.31.2022

UCC 03.01.2022