

Minor in Marketing

24 units

The marketing minor is for students who want to complement a major from a different field, as it adds the skills and abilities needed to be knowledgeable about marketing effectiveness in multiple areas. This program equips students with solid skills in marketing, which they can utilize to obtain an internship or secure a marketing-related position. Coursework in digital and social media marketing enables students to be influencers in the social media marketing environment.

Experiential Learning Opportunities

Skills are developed by hands-on class projects such as creating social media campaigns and creating a comprehensive digital marketing plan for an organization. Students can build their résumés through participation in student clubs that provide confidence and skill-building opportunities in leadership, team building, social media, event planning, and marketing supervisory or management positions.

Certificates, Credentials, and Microcredentials

Today, employers are looking for new hires with technical skills and leadership abilities such as decision making and teamwork. Students in this program have the opportunity to earn industry-valued certificates, credentials, and microcredential badges in social media [management](#), [sales management](#), and [marketing analytics](#) that can be added to résumés and uploaded to online portfolios, certifying and showcasing these skills and abilities to potential employers.

Benefits of Adding a Minor

A minor can help students complement their bachelor's degree and stand out to future employers, expanding their employment opportunities while they study an additional area of interest. Complementary minors give students the opportunity to demonstrate added expertise in any field and possibly provide an edge in their job search, and add knowledge that can be used throughout an individual's career.

Requirements

No more than three courses in the student's major may count toward this minor.

Code	Title	Units
BUSI 110	Business and Entrepreneurship ¹	3
MKTG 260	Principles of Marketing ²	3
MKTG 262	Consumer Behavior: An Applied Approach ¹	3
MKTG 361	Advertising and Integrated Marketing Communications	3
MKTG 466	Digital and Social Media Marketing	3
Select three of the following:		9
MKTG 350	Marketing Internship ³	
MKTG 363	Marketing Research	
MKTG 364	Sales and Sales Management ^S	
MKTG 368	Retail Management ^F	
MKTG 373	Global Marketing Management	
MKTG 465	Strategic Marketing Management	
Total Units		24

¹ Meets the General Education Civic Knowledge and Engagement requirement.

² Meets the General Education Intercultural Competence requirement.

³ Meets the GE Integrative and Applied Learning requirement.

F	Offered in Fall only
S	Offered in Spring only
F/S	Offered in both Fall and Spring terms
EF	Offered in Fall in even years
ES	Offered in Spring in even years

OF	Offered in Fall in odd years
OS	Offered in Spring in odd years

Program Learning Outcomes

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Students who successfully complete this program shall be able to:

1. Competent Business Knowledge: Demonstrate knowledge in multiple business disciplines, including management, finance, marketing, accounting and economics.
2. Critical Thinking: Identify and solve business problems using analytical and critical thinking skills.
3. Christian Business Ethics: Demonstrate the ability to evaluate business decisions based on a Christian perspective.
4. Discipline Knowledge: Demonstrate knowledge of marketing concepts.
5. Discipline Problem Solving/Strategy: Solve core marketing problems, or analyze marketing situations and provide strategy for effectiveness.