

Marketing Minor (MKTG)

Marketing is an overarching field that is vital for most businesses to not only survive but, more importantly, to thrive in the competitive nature of today’s domestic and global markets. Our diverse range of courses available to marketing minors includes digital marketing, consumer behavior, strategies in business markets, promotional management, retail management, advertising, sales and sales management, and marketing research.

Required Courses: 9 credits (Minimum Grade “C”)

Course or Requirement Title	Prefix and Number	Pre-requisites (Minimum Grade “C”)
Choose TWO Upper Division Marketing (MAR) Electives		
MAR electives are 3000 or 4000 level courses with the “MAR” prefix (other than MAR3023 or MAR4803). <u>Not all MAR courses are offered every term</u> , so the best way to find MAR electives is to type “MAR” in the “Subject” field on the Searchable Schedule to see what is offered. ALL MAR electives require minimum 60 credits earned and being declared in a business core major ; additional pre-requisites may apply.		
Some <i>examples</i> of MAR electives are:		
Course Title	Prefix and Number	Pre-requisites (Minimum Grade “C”)
Principles of Advertising	MAR3326	
International Marketing	MAR4156	MAR3023
Retail Management	MAR4231	MAR3023
Promotional Management	MAR4323	MAR3023
Direct Marketing	MAR4325	MAR3023
RI: Adv Adver: Rsrch, Persuasion & Creativity	MAR4334	MAR3326 and STA2023
Personal Selling	MAR4400	
Sales and Sales Management	MAR4403	MAR3023
Strategies in Business Markets	MAR4453	MAR3023
Consumer Behavior	MAR4503	MAR3023
Marketing Rsrch & Information Systems	MAR4613	MAR3023 and STA2023
Digital Marketing	MAR4721	MAR3023 and ISM3011
Services Marketing	MAR4830	MAR3023
Special Topics	MAR4933	60 credits; may require instructor approval
Marketing Internship	MAR4946	90 credits; MAR3023; instructor approval
Internship in Retailing	MAR4945	90 credits; instructor Approval
Advertising Internship	MAR4940	90 credits; MAR3326 and MAR4334; instructor approval
Marketing Strategy (Required for ALL Marketing minors)	MAR4803	Declared in business core major; 90 credits; MAN3025, MAR3023, FIN3403, and QMB3600

Additional Requirements

This minor is designed for non-Marketing business majors requiring the “business core” courses. Because part of the requirements include successful completion of the eleven (11) business core courses, the minor is usually not practical for General Economics, Health Administration, or non-business majors.

A maximum of 3 credits used for the minor may count toward other business major requirements. A minimum of 6 credits must be exclusive to the minor. A minimum of 6 credits for the minor must be taken at FAU.

Timely Graduation

Minors and certificates should be considered an optional direction for elective credits. Students may not add a minor or certificate without permission from a COB advisor (and main college advisor if different). Students are generally not permitted to add a minor/cert after earning 90 credit hours or if completing it will result in an Excess Hour Surcharge.

Maximum Course Attempts

FAU counts a “course attempt” as any time a student is enrolled in a course (at any institution) and earns either a grade or a “W”. FAU COB students may not attempt any course more than twice; **third attempts are not permitted.**

The FAU Catalog is the official source for information about these requirements.

<http://www.fau.edu/academic/registrar/FAUcatalog/>