

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")

Note: The following is effective for students who started at FAU in Summer 25 or earlier; if you started in Fall 25 or later, speak to a business advisor for the requirements that apply to you.

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 being declared in a business core major.		
Some examples 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
Merchandising Management	MAR4232	MAR3023 and MAR4613
Promotional Management	MAR4323	MAR3023
RI: Adv Adver: Rsrch, Persuasion & Creativity	MAR4334	MAR3326 and STA2023
Personal Selling	MAR4400	60 credits
Sales and Sales Management	MAR4403	MAR3023
Strategies in Business Markets	MAR4453	MAR3023
Consumer Behavior	MAR4503	MAR3023
RI: Marketing Research and Consumer Analytics	MAR4613	MAR3023 and STA2023
Sports Marketing	MAR4711	MAR3023 (or alternate per catalog)
Digital Marketing	MAR4721	MAR3023 and ISM3011
Influencer Marketing	MAR4725	MAR3023
Entrepreneurial Marketing	MAR4765	90 credits; MAR3023
Services Marketing	MAR4830	MAR3023
Marketing and Product/Service Innovation	MAR4836	60 credits; MAR3023
Special Topics	MAR4933	May require instructor approval
Marketing Internship	MAR4946	90 credits; MAR3023; instructor approval
Marketing Strategy (Required for ALL Marketing minors)	MAR4803	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/>