

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 Fall 25 or later**; if you started in Summer 25 or earlier, speak to a business advisor for the requirements that apply to you.

Course or Requirement Title	Prefix & Number	Pre-requisites (Minimum Grade “C”)
Consumer Behavior	MAR4503	Declared in major; MAR3023
RI: Marketing Research and Consumer Analytics	MAR4613	Declared in major; MAR3023 and STA2023
Choose ONE MKTG minor elective:		
Principles of Advertising	MAR3326	Declared in major
Promotional Management	MAR4323	Declared in major; MAR3023
RI: Adv Adver: Research, Persuasion & Creativity	MAR4334	Declared in major; MAR3326 and STA2023
Advertising Internship	MAR4940	Declared in major; 90 credits; MAR3326 & MAR4334; instructor approval
Retail Management	MAR4231	Declared in major; MAR3023
Merchandising Management	MAR4232	Declared in major; MAR3023; MAR4613
Internship in Retailing	MAR4945	Declared in major; 90 credits; instructor Approval
Personal Selling	MAR4400	Declared in major; 60 credits
Sales and Sales Management	MAR4403	Declared in major; MAR3023
Strategies in Business Markets	MAR4453	Declared in major; MAR3023
Bus Analytics Mktg & Customer Relationship Mgmt	MAR4615	Declared in major; MAR3023
Digital Marketing	MAR4721	Declared in major; MAR3023 and ISM3011
Introduction to Social Media Marketing	MAR4724	
Introduction to Influencer Marketing	MAR4725	
International Marketing	MAR4156*	Declared in major; MAR3023
Marketing Study Abroad	MAR4957	
Sports Marketing	MAR4711	Declared in major; MAR3023 (or alternate per catalog)
Services Marketing	MAR4830	Declared in major; MAR3023
Entrepreneurial Marketing	MAR4765	Declared in major; 90 credits; MAR3023
Marketing and Product/Service Innovation	MAR4836	Declared in major; 60 credits; MAR3023
Marketing Strategy Case Competition	MAR4933	Declared in major; 60 credits; instructor approval
Special Topics (subject matter varies)	MAR4933	Declared in major; may require instructor approval
General Marketing Internship	MAR4946	Declared in major; 90 credits; MAR3023; instructor approval

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 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/>