

Student ID: _____
Student Name: _____
Advisor Name: _____

Catalog: 2026-2027 Rowan University Academic Catalog
Program: Minor in Marketing
Minimum Credits Required: _____

Minor in Marketing

The goal of the Marketing minor is to provide non-marketing majors with the opportunity to understand the marketing function in modern profit and not-for-profit organizations. By completing the Marketing minor, students will gain a specific understanding of the marketing function in modern organizations, including differences between domestic and international marketing strategy. Students will also understand the fundamentals of consumer behavior, learn how to develop effective market plans, and engage in basic market research employing available decision support systems.

Required Courses: 18 s.h.

Course Name	Credits:	Term Taken	Grade	Gen Ed
STAT 02260 - Statistics I (<i>may be included in General Education</i>)	Credits: 3			
MKT 09200 - Principles of Marketing	Credits: 3			
MKT 09376 - Consumer Behavior	Credits: 3			
MKT 09384 - Research Methods in Marketing-WI	Credits: 3			
MKT 09379 - International Marketing	Credits: 3			
MKT 09386 - The Marketing Plan	Credits: 3			

Electives: 3 s.h.

Select one (3.s.h.) course from the list below or any 300- or 400-level MKT course:

Course Name	Credits:	Term Taken	Grade	Gen Ed
SCL 01375 - Business Logistics	Credits: 3			
MKT 09391 - Business to Business Marketing	Credits: 3			
MKT 09305 - Digital Marketing	Credits: 3			
MKT 09330 - Marketing Channels	Credits: 3			
MKT 09315 - Personal Selling	Credits: 3			
MKT 09378 - Product, Price, New Venture Management	Credits: 3			
MKT 09350 - Management of Advertising and Promotion	Credits: 3			
MKT 09372 - Retailing	Credits: 3			
MKT 09382 - Sales Force Management	Credits: 3			
MKT 09360 - Services Marketing	Credits: 3			
MKT 09390 - Selected Topics in Marketing	Credits: 3			
MKT 09411 - Supervised Internship in Marketing	Credits: 3			

Total Credits for the Program: 21 s.h.

Notes: