

Marketing Minor Worksheet (M510)

Prerequisite Requirements to Declare Minor

The following requirements must be satisfied prior to declaring the Marketing Minor:

- ☐ Must have a minimum of 12 letter-graded credits completed at Rowan University (transfer credits are not applicable)
- ☐ Must have no more than 90 earned credits (senior status) on Rowan University record
- ☐ Must have a minimum 2.500 cumulative GPA
- ☐ Must contact a Rohrer College of Business Academic Advisor to declare minor
 - Students who currently have a major declared in the College of Business should contact their [assigned advisor](#). For students majoring outside of the College of Business, email rcbminors@rowan.edu.

Minor Requirements (21 sh)

SUMMARY OF MINOR REQUIREMENTS

- 18 sh of Required Courses
- 3 sh of Approved Elective Courses
- 21 sh total

MARKETING MINOR REQUIRED COURSES

Course #	Course Name	Notes	Sem/Yr	Grade	Credits
STAT 02.260	Statistics I				3
MKT 09.200	Principles of Marketing				3
MKT 09.376	Consumer Behavior				3
MKT 09.384	Research Methods				3
MKT 09.379	International Marketing				3
MKT 09.386	The Marketing Plan				3
					Subtotal: 18 sh

MARKETING MINOR ELECTIVE COURSES

Choose one course from the following bank of courses.

	Course #	Course Name	Notes	Sem/Yr	Grade	Credits
☐	MKT 09.375	Business Logistics				3
☐	MKT 09.391	Business to Business Marketing				3
☐	MKT 09.305	Internet Marketing				3
☐	MKT 09.350	Mgmt of Advertising & Promotion				3
☐	MKT 09.330	Marketing Channels				3
☐	MKT 09.315	Personal Selling				3
☐	MKT 09.378	Product/Price/New Venture				3
☐	MKT 09.372	Retailing				3
☐	MKT 09.382	Salesforce Management				3
☐	MKT 09.360	Services Marketing				3
☐	MKT 09.390	Selected Topics in Marketing				3
☐	MKT 09.411	Supervised Internship in Marketing				3
☐	MKT 09.307	Brand Management				3
					Subtotal: 3 sh	

Additional Information

- Students must meet all prerequisites for courses. Please refer to Banner for course prerequisites and ensure courses are taken in the appropriate sequence.
- Have questions about your progress in the minor or general questions about the requirements? Students who currently have a major declared in the College of Business should contact their [assigned advisor](#). For students majoring outside of the College of Business, email rcbminors@rowan.edu.
- Looking for Marketing-related career advice? Contact the faculty mentor for the Marketing minor Dr. Phil Lewis at lewisph@rowan.edu.