

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
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- 21 sh total

MARKETING MINOR REQUIRED COURSES

Course #	Course Name	Prereqs	Sem/Yr	Grade	Credits
STAT 02.260	Statistics I				3
MKT 09.200	Principles of Marketing	Comp I and 15 credits			3
MKT 09.376	Consumer Behavior	C- in Principles of Marketing Junior Standing			3
MKT 09.384	Research Methods	C- in Principles of Marketing Junior Standing			3
MKT 09.379	International Marketing	C- in Principles of Marketing Junior Standing			3
MKT 09.386	The Marketing Plan	6 credits in upper level MKT courses			3
Subtotal: 18 sh					

MARKETING MINOR ELECTIVE COURSES

Choose one course from the following bank of courses.

Course #	Course Name	Prereqs	Sem/Yr	Grade	Credits
<input type="radio"/> MKT 09.375	Business Logistics	Principles of Marketing Junior Standing			3
<input type="radio"/> MKT 09.391	Business to Business Marketing	Principles of Marketing Junior Standing			3
<input type="radio"/> MKT 09.305	Digital Marketing	Principles of Marketing Junior Standing			3
<input type="radio"/> MKT 09.350	Mgmt of Advertising & Promotion	6 credits in upper level MKT courses			3
<input type="radio"/> MKT 09.330	Marketing Channels	Principles of Marketing Junior Standing			3
<input type="radio"/> MKT 09.315	Personal Selling	Principles of Marketing Junior Standing			3
<input type="radio"/> MKT 09.378	Product/Price/New Venture	Principles of Marketing Junior Standing			3
<input type="radio"/> MKT 09.372	Retailing	Principles of Marketing Junior Standing			3
<input type="radio"/> MKT 09.382	Salesforce Management	Principles of Marketing Junior Standing			3
<input type="radio"/> MKT 09.360	Services Marketing	Principles of Marketing Junior Standing			3
<input type="radio"/> MKT 09.390	Selected Topics in Marketing	Principles of Marketing Junior Standing			3

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Course #	Course Name	Prereqs	Sem/Yr	Grade	Credits
<input type="radio"/> MKT 09.307	Brand Management	Principles of Marketing Junior Standing			3
<input type="radio"/> MKT 09.411	Supervised Internship in Marketing	6 credits in upper level MKT courses and Marketing major			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.