Minor in Marketing  
College of Business

Advisor:  
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Purpose:  
The minor in Marketing is designed to provide students majoring in disciplines both within and outside of the College of Business with a broad exposure to marketing theory and technique. The minor is designed so students will have the critical knowledge necessary to apply marketing practices successfully to their major discipline be that in the business or nonprofit organizational environment.

For:  All majors at Bloomsburg University

Requirements:  The minor in Marketing consists of eighteen (18) credits. The following twelve (12) credits are required.

<table>
<thead>
<tr>
<th>Course</th>
<th>Prerequisite</th>
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<tbody>
<tr>
<td>MKTG 310 Marketing Principles &amp; Practices</td>
<td>ECON 121 Economics 1</td>
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<td>ECON 122 Economics 2</td>
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<tr>
<td>MKTG 330 Consumer Motivation &amp; Behavior</td>
<td>MKTG 310 Marketing Principles &amp; Practices</td>
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<td>PSYC 101 General Psychology</td>
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<td>MKTG 440 Marketing Research</td>
<td>MKTG 310 Marketing Principles &amp; Practices</td>
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<td>ECON 256 B &amp; E Stats ** OR ** PSY 160 Basic Stats</td>
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<tr>
<td>MKTG 460 Marketing Management</td>
<td>MKTG 310 Marketing Principles &amp; Practices</td>
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<td>MKTG 330 Consumer Motivation &amp; Behavior</td>
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Students must elect six (6) credits from among the following courses:

- MKTG 320 Marketing for Nonprofit Organizations
- MKTG 331 E-Marketing
- MKTG 340 Advertising Management
- MKTG 341 Principles of Selling
- MKTG 350 Retail Management Concepts
- MKTG 370 Sales Management
- MKTG 380 International Marketing
- MKTG 432 Internship in Marketing
- MKTG 480 Business-to-Business Marketing
- MKTG 490 Contemporary Problems and Issues in Marketing

A minimum of twelve (12) credits of the eighteen (18) credits must be taken at Bloomsburg University.

EFFECTIVE: Fall 2011  
Revised 0411