

**Crookston Campus****Marketing Minor**

Business

**Academic Affairs**

- Program Type: Undergraduate minor related to major
- Requirements for this program are current for Fall 2021
- Required credits in this minor: 18 to 19

A minor in marketing complements a wide array of majors. The marketing minor introduces students to current marketing theories and practices. Students pursuing a minor in marketing will learn the basics of marketing principles, effective personal selling, the psychology of consumer behavior, and marketing research methods.

Several electives are offered to provide five areas of specialization for students seeking the marketing minor.

Program outcomes for students:

understand the importance of having a consumer orientation and demonstrate how to effectively establish, develop, and maintain business relationships

demonstrate working knowledge of technological and global developments that are changing the scope of the marketing discipline

**Program Delivery**

This program is available:

- via classroom (the majority of instruction is face-to-face)
- completely online (all program coursework can be completed online)

**Minor Requirements****Marketing Core**

Take exactly 3 course(s) totaling exactly 9 credit(s) from the following:

- [MKTG 3300](#) - Principles of Marketing (3.0 cr)
- [MKTG 3310](#) - Consumer Behavior (3.0 cr)
- [MKTG 3400](#) - Marketing Research (3.0 cr)

**Marketing Electives**

Take 9 or more credit(s) from the following:

- [ENTR 3150](#) - Entrepreneurial Marketing (3.0 cr)
- [IBUS 3360](#) - International Marketing (3.0 cr)
- [MKTG 2200](#) - Personal Selling (3.0 cr)
- [MKTG 3230](#) - Digital Marketing (3.0 cr)
- [MKTG 3250](#) - Integrated Marketing Communication (3.0 cr)
- [MKTG 3700](#) - Branding & Design (3.0 cr)
- [MKTG 4100](#) - Retail Management (3.0 cr)
- [SRM 3006](#) - Sport Marketing and Communication (3.0 cr)

**Program Sub-plans**

A sub-plan is not required for this program.

**Online**

A minor in marketing complements a wide array of majors. The marketing minor introduces students to current marketing theories and practices. Students pursuing a minor in marketing will learn the basics of marketing principles, effective personal selling, the psychology of consumer behavior, and marketing research methods. The marketing minor (online) has the same curriculum as the classroom delivered marketing minor with the exception that a one-credit technology requirement is also required.

**Orientation to Online Learning**

Take exactly 1 course(s) totaling exactly 1 credit(s) from the following:

- [GBUS 1005](#) - Orientation to Online Learning (1.0 cr)