

Name: \_\_\_\_\_ ID#: \_\_\_\_\_ Date: \_\_\_\_\_

### Policies and Procedures

1. All courses in the Marketing Management minor must be completed with a "C" or better including transfer credits. No course may be taken pass/fail.
2. At least **9 credits** of the Marketing Management minor must be earned at Salisbury University
3. At least **15 credits** of the work applied toward the minor must consist of courses which are **not** used to satisfy General Education or Perdue School requirements.
4. The Perdue School does not allow course substitution; only those courses listed as fulfilling the minor are accepted.
5. Students must declare the Marketing Management minor with the Director of Academic Services in the Perdue School.
6. Not intended for Accounting, Business Concentrations, Finance, Information Systems, Management, and Marketing majors.

The MKTG MGMT Minor provides a survey of Marketing Management education. The program is designed for **Non-BUSINESS/Non-ACCOUNTING/Non-FINANCE/Non-MANAGEMENT/Non-MARKETING/Non-INFORMATION SYSTEMS majors** who are planning to pursue careers involving promotion management (advertising and sales), fashion merchandising, retail management, purchasing, distribution, public relations, etc., as well as operating a small business. The MKTG MGMT Minor is **not** the preferred minor for students preparing for graduate study in Business Administration (See BUAD minor).

**1. Required courses and in the order in which they should be taken (9 credits) :**

		<b>Credits</b>	<b>Grade</b>
BUAD 103	Introduction to Business (Prereq: Not open to students who are currently enrolled in or who have received credit for any 300/400-level ACCT/BUAD/FINA/MKTG/MGMT/IS courses. Such students are to substitute ACCT 248, Legal Environment)	3	_____
ECON 150	Principles of Economics* <b>OR</b>	3 <b>OR</b>	_____
ECON 211	Micro-Economic Principles* <b>OR</b>	3 <b>OR</b>	_____
ECON 212	Macro-Economic Principles*	3	_____
MKTG 330	Principles of Marketing Management (Prereq: Junior standing and ECON 150 <u>or</u> 211 <u>or</u> 212)	3	_____

\* ECON 150 or 211 or 212 may be used to satisfy General Education requirements (Group II B)

**2. Choose three electives from (9 credits):**

		<b>Credits</b>	<b>Grade</b>
MGMT 320	Management & Organizational Behavior (Prereq: Junior Standing)	3	_____
MKTG 331	Promotion Management (Prereq: MKTG 330)	3	_____
MKTG 332	Consumer Behavior (Prereq: MKTG 330)	3	_____
MKTG 333	Sales Management (Prereq: MKTG 330)	3	_____
MKTG 334	Principles of Retailing (Prereq: MKTG 330)	3	_____
MGMT 428	Entrepreneurship (Prereq: MGMT 320 and MKTG 330)	3	_____

**TOTAL: 18 Credits**