

Student Name:

Student ID:

Date:

The Marketing Management 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 Marketing Management Minor is **not** the preferred minor for students preparing for graduate study in Business Administration (See BUAD minor).

Policies and Procedures

1. All courses in the MKTG MGMT 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. Check the SU catalog for course pre-requisite information.
6. Students must declare the Marketing Management minor online at : <http://www.salisbury.edu/perdueadvising/Students/minors.html>
7. Not intended for Accounting, Business Concentrations, Finance, Information Systems, Management, and Marketing majors.

Required Courses (9 Credits):

| <u>Course</u> | <u>Courses in order they should be taken</u> | Credits | Grade |
|----------------------|--|----------------|--------------|
| 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/INFO courses. Such students are to substitute ACCT 248, Legal Environment) | 3 | _____ |
| ECON 150 | Principles of Economics* | 3 | _____ |
| | OR | | |
| ECON 211 | Micro-Economic Principles* | 3 | _____ |
| | OR | | |
| 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 with a C grade or higher) *ECON 150 or 211 or 212 may be used to satisfy General Education requirements | 3 | _____ |

Required Marketing Management Electives (9 Credits):

| <u>Course</u> | <u>Choose three courses from the following:</u> | Credits | Grade |
|----------------------|--|----------------|--------------|
| MGMT 320 | Management & Organizational Behavior (Prereq: Junior Standing and ECON 150 <u>or</u> 211 <u>or</u> 212 with a C grade or higher) | 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