

Marketing Minor

(open to all non-business and business majors)

- Do you need to understand how your company's products are bought and sold?
- Do you want to influence the perception of a product or service?
- Are you curious how each player (buyer, seller, and other stakeholders) contribute to the exchange process?

The **Marketing Minor** will offer you exposure to a very dynamic and vital portion of our employment and economic landscape - the execution of marketing strategies.

Learn how to:

- Develop and deliver products and services.
- Apply the knowledge and skills gained from your major with the realities of consumer and business markets.
- Engage in the execution of marketing strategies for small to large and private to government entities.

The **Marketing Minor** may be customized to fit your career interests: enhance your knowledge of branding, marketing approaches, how consumers shop, using social media for marketing, and more, depending on the classes you choose.

Marketing activities are found in all organization. The **Marketing Minor** provides you with the skills to prepare you to relate marketing activities to both consumer and business interactions.

Ready to Become a Marketing Minor?

- Talk with your academic advisor to see how the minor will impact your academic plan.

Have questions about the minor?

Please contact:

Dr. Farhad Sadeh, Interim Assistant Chair, Marketing
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Marketing Minor Requirements

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Marketing Minor Core Courses

All students in the **Marketing Minor** will complete four core courses (12 semester hours) designed to develop fundamental knowledge and skills in marketing:

BUS 3100 Survey of Marketing Principles. This course provides a thorough overview of the marketing function. Topics include strategic planning, market research, consumer behavior, market segmentation, target marketing and positioning, product development and management, pricing, supply chain and distribution, and advertising and promotions. **Prerequisites & Notes:** Sophomore standing. Credit for BUS 3100 will not be granted if the student already has credit for BUS 3470. Also, School of Business majors may not enroll in this course.

or

BUS 3470 Principles of Marketing. This course prepares students to make operational decisions within the product, place, promotion, and price areas. This course develops the student's ability to find and organize information used for decision-making and introduces a comprehensive marketing strategy approach where core business functions integrate with marketing activities. **Prerequisites & Notes:** Junior Standing. BUS 2810 with C or better, and MAT 2120G (may be taken concurrently), and a declared School of Business major or minor, or permission of the Associate Chair, School of Business.

MAR 3720 Consumer Behavior. A study of how and why people obtain, consume, and dispose of products: the role of the consumer in marketing. **Prerequisites & Notes:** BUS 3470, BUS 3100, or ENT 3500 with C or better, and a declared School of Business major or minor or the School of Family and Consumer Sciences' Financial Literacy Concentration, or permission of the Associate Chair, School of Business.

MAR 3875 Retail Management. The objective of the course is to provide a framework for analyzing internal and external environment factors which affect the firm's retailing activities. Emphasis is placed on the firm's decisions and policies relating to demand analysis, spatial decisions, merchandise policies, pricing strategy, and promotion activities. Consideration is also given to retail control methods. **Prerequisites & Notes:** BUS 3470 with C or better or BUS 3100 with C or better or ENT 3500 with C or better, and a declared School of Business major or minor or the School of Family and Consumer Sciences' Financial Literacy Concentration, or permission of the Chair, School of Business.

MAR 4470 Professional Sales. Students develop professional sales presentations through the application of both oral and written communication skills in the determination and satisfaction of buyers' needs. **Prerequisites & Notes:** BUS 3470 with C or better or BUS 3100 with C or better or ENT 3500 with C or better, and a declared School of Business major or minor, or permission of the Chair, School of Business.

Marketing Minor Elective Courses

To complete the **Marketing Minor**, students will take two additional courses (6 semester hours) approved as electives, one of which must have the MAR prefix, from the list below:

MAR Electives

MAR 3780	Promotion Management
MAR 3490	Business-to-Business Marketing
MAR 3560	Social Media Marketing
MAR 4400	Services Marketing
MAR 4480	Sales Management
MAR 4490	International Marketing

Non- MAR Electives

MIS 3530	Business Web Site Design
ENT 3500	Marketing and Innovation for Entrepreneurial Ventures
CMN 3100	Persuasion
CMN 3270	Communication and Popular Culture
CMN 3560	International Communication
CMN 3710	Intercultural Communication
PSY 3870	Social Psychology
JOU 3501	Principles of Advertising
JOU 3705	Public Relations Writing
JOU 3820	Publicity Methods
JOU 3920	Public Relations in Society