

Marketing and Supply Chain Management (MSCM) Marketing Program Minors General Marketing or Marketing in Professional Sales

North Carolina Agricultural & Technical State University Policy

Minors

- A minor may be offered only in a field for which there is a corresponding major.
- An academic minor shall consist of at least 18 credits in an area apart from the major concentration of the student's baccalaureate degree program.
- A minimum of 12 of the 18 minor credits must be in courses at the 200-level or above.
- A student must complete at least 24 hours of academic credits before declaring a minor.
- A student must have a minimum GPA of 2.0
- A student may not have more than 2 minors regardless of the student's major.
- The minor will be printed on the transcript and not the diploma.
- This policy is consistent with other institutions in the UNC System.

MTSC's Marketing Program offers two options to acquire a Minor in Marketing (18 Credit hours).

1) General Marketing--Minor Code MKTG

2) Marketing in Professional Sales--Minor Code MKTS

Required Courses for Minors:

MKTG 230 Marketing Concepts is the required prerequisite for both minors.

The remaining courses (15 credit hours) are accomplished per the guidance below.

General Marketing (MKTG):

1. MKTG 230 Marketing Concepts is the prerequisite for all marketing courses.

2. Choose an additional 12 hours (4 courses) from the list below:

MKTG 332	Consumer Behavior
MKTG 333	Retailing
MKTG 334	Business-to-Business Marketing (B2B)
MKTG 335	Selling and Sales Management
MKTG 338	Integrated Marketing Communications
MKTG 445	Customer Relationship Marketing & Management Concepts (CRM&M)
MKTG 447	International Marketing
MKTG 444*	Marketing Research

*** Prerequisite: ECON 206: Statistics for Decision Making**

3. MKTG 489 Marketing Management as the capstone course.

Marketing in Professional Sales (MKTS):

1. Required courses 12 hours (4 courses):

MKTG 230	Marketing Concepts
MKTG 334	Business to Business (B2B)
MKTG 335	Selling and Sales Management
MKTG 445	Customer Relationship Marketing & Management Concepts (CRM&M)

2. Choose an additional 3 hours (1 course) from the list below:

MKTG 332	Consumer Behavior
MKTG 338	Integrated Marketing Communications
SCMG 240	Introduction to Supply Chain Management

3. MKTG 486: Sales Leadership and Ethics as the capstone course.