

# MARKETING (MINOR)

*Marketing (B.S.) majors are not eligible for a minor in Marketing.*

## Admission Requirements

- Students must meet with a college advisor/student success counselor to declare a minor and review the course requirements.

## Program Progression and Additional Graduation Requirements

- A grade of C or higher is required in all courses for the minor.
- A minimum of 12 credits of the minor must be completed at FGCU.
- A minimum of 9 credits must be upper division (3000-4999 level) courses.
- Students desiring certification of a minor and designation on their academic transcript must:
  - Note the minor on the Application for Graduation.
  - Contact a college advisor /student success counselor to certify completion of all course requirements for the declared minor as listed below.

## Program Requirements

| Code                                 | Title                      | Credits             |
|--------------------------------------|----------------------------|---------------------|
| <b>Required Courses in the Minor</b> |                            | <b>(18 credits)</b> |
| Complete the following:              |                            |                     |
| MAR 3023                             | Introduction to Marketing  | 3                   |
| MAR 3503                             | Consumer Behavior          | 3                   |
| MAR 4156                             | International Marketing    | 3                   |
| MAR 4832                             | Product & Brand Management | 3                   |
| Complete two from the following:     |                            |                     |
| ADV 3008                             | Principles of Advertising  | 3                   |
| MAR 3235                             | Social Media Marketing     | 3                   |
| MAR 3400                             | Professional Selling       | 3                   |
| MAR 4841                             | Services Marketing         | 3                   |

**Total Credits Required: 18**