

Marketing Minor - Newark

Description

The Marketing Minor provides an opportunity for non-business majors at Newark to obtain a broad perspective of the Marketing field and explore specialty areas such as advertising, brand management, international marketing and new product planning. The format of the marketing minor closely follows that of other minors at Newark (Accounting, Business Administration, Business of Fashion and Entrepreneurship, and Real Estate). The Marketing minor does not add any new courses. It just combines existing courses into an 18-credit minor for non-RBS students.

Goals of the Minor

- To acquire an understanding of the theories, concepts and practices in the marketing field.
- To apply this new understanding and knowledge of marketing in a business setting.

Advantages

A Minor in Marketing provides students from non-business programs with an edge over their respective peers in the marketplace.

How to Apply

Students who are not enrolled in a Rutgers Business School Undergraduate Program major can minor in marketing. Students must meet the following criteria:

1. 2.5 grade-point average
2. Prerequisites for courses they take
3. Completed College Algebra and English Composition I and II

Visit the RBS undergraduate office at 1 Washington Park, room 324 to apply

Visit our website for more information:

<https://myrbs.business.rutgers.edu/undergraduate-newark/marketing-minor>

Path to Minor

Required Courses (9 credits)

Students are required to take the following three courses:

COURSE#	TITLE	CREDITS
29:630:301	Introduction to Marketing	3
29:630:374	Consumer Behavior	3
29:630:385	Marketing Research*	3

*The prerequisite courses for Marketing Research are: Management Information Systems (29:623:220), Statistics (21:220:203), and Business Research Methods (29:623:340). Please note, Management Information Systems (29:623:220) and Statistics (21:220:203) must be completed before a student can take Business Research Methods (29:623:340).

Elective Courses (9 credits)

Students can choose three of the following courses as electives:

COURSE#	TITLE	CREDITS
29:630:498	Brand Management	3
29:630:370	Business to Business Marketing	3
29:630:497	Digital Marketing	3
29:630:371	International Marketing	3
29:630:363	Introduction to Advertising	3
29:630:497	Marketing Consulting for Small Business	3
29:630:452	Marketing Strategy	3
29:630:369	New Product Planning	3
29:630:368	Retail Marketing	3
29:630:401	Sales Management	3

