

# Minor in Marketing Management

The Marketing Management Minor provides a path for students who wish to expand and enhance their marketing skill set. The areas of focus include: advertising and promotion, consumer behavior, retail management, and sales. Students have the opportunity to customize their minor by selecting two elective courses. The Marketing Management Minor may be paired with any bachelor degree program offered at SUNY Canton, though it is best suited for business and sports management majors. Students are encouraged to enroll in the minor as early as possible to ensure efficient pairing of the Marketing Management Minor with their respective major.

| <b>Minor Requirements</b>      |  |                |             |              |
|--------------------------------|--|----------------|-------------|--------------|
| <b>Course Number</b>           | <b>Course Name</b>   | <b>Credits</b> | <b>Term</b> | <b>Grade</b> |
| BSAD 203                       | Marketing  | Three (3)      |             |              |
| BSAD 220 <b>OR</b><br>BSAD 222 | Principles of Retailing <b>OR</b><br>Principles of Selling   | Three (3)      |             |              |
| BSAD 322                       | Advertising and Promotion                                    | Three (3)      |             |              |
| BSAD 325                       | Consumer Behavior  | Three (3)      |             |              |
| <b>Elective Courses</b>        |  |                |             |              |
| <i>*Select two courses.</i>    |  |                |             |              |
| BSAD 220 <b>OR</b><br>BSAD 222 | Principles of Retailing <b>OR</b><br>Principles of Selling   | Three (3)      |             |              |
| BSAD 330                       | Sales Force Management                                       | Three (3)      |             |              |
| BSAD 372                       | E-Commerce   | Three (3)      |             |              |
| BSAD 411                       | Market Research  | Three (3)      |             |              |
| BSAD 425                       | New Product Marketing  | Three (3)      |             |              |
| SPMT 307                       | Sports Marketing   | Three (3)      |             |              |
| SPMT 308<br>SPMT 411           | Sports Event Management <b>OR</b><br>Sports Public Relations | Three (3)      |             |              |

**Twelve of the eighteen credits for a minor *MUST* be SUNY Canton credit. Students can use six credits of transfer toward a minor.**

**05.24.18**