

# Marketing Management Minor

The Marketing Management Minor provides a path for students who wish to expand and enhance their marketing skillset. The areas of focus include: advertising and promotion, 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 degree program offered at SUNY Canton, though it is best suited for business and finance majors. Students are encouraged to enroll in the minor as early as possible to ensure efficient pairing of the Marketing Management Minor with the student's respective major.

## MINOR REQUIREMENTS

		<u>Term</u>	<u>Grade</u>
BSAD 220	Principles of Retailing.....	_____	_____
BSAD 222	Principles of Selling.....	_____	_____
BSAD 325	Consumer Behavior.....	_____	_____
BSAD 350	Marketing.....	_____	_____

## SELECT TWO ELECTIVES

\*One elective must be upper level (300/400)

BSAD 100	Introduction to Business <b>OR</b>		
BSAD 201	Business Law I.....	_____	_____
BSAD 225	Advertising & Promotion.....	_____	_____
BSAD 330	Sales Management.....	_____	_____
BSAD 372	E-Commerce.....	_____	_____
SPMT307	Sports Marketing.....	_____	_____

**Twelve of the eighteen credits for a minor MUST be SUNY Canton credit. Students can use 6 credits of transfer toward a minor.**

**10/12/12**