

MARKETING MINOR

Student Learning Outcomes

1. Assess key company and customer factors and link them to marketing management decisions.
2. Explain how a company select proper target customers and develop attractive value proposition for them.
3. Create integrated action plans for product, pricing, promotion, and distribution strategies
4. Adapt marketing decisions in response to competitive, regulatory, cultural, social, economic, and technological environments.
5. Identify and develop creative solutions to marketing problems.
6. Combine different analyses to make specific strategic marketing plans.
7. Employ a systematic approach to analyzing current trends in marketing.

Minor Requirements

Code	Title	Credits
ACC 201	Essentials of Accounting	3
FIN 301	Essentials of Finance	3
EEE 370	Introduction to Entrepreneurship and Emerging Enterprises	3
MAR 301	Essentials of Marketing	3
Two additional MAR courses, some of which have prerequisites, or other courses approved as marketing electives		6
Total Credits		18

Additional Information

For information on declaring a minor in Whitman, click here (<https://coursecatalog.syracuse.edu/undergraduate/management/>).