

MARKETING MINOR FOR NON-BUSINESS MAJORS

Overview

Open to all non-business undergraduate students at Rider University, the minor is designed to complement students' major areas of study with relevant content from the marketing discipline. Many disciplines, such as Graphic Design, Public Relations, and Communication Studies, frequently collaborate with the Marketing department of various organizations. The minor offers students majoring in these fields the opportunity to acquire marketing knowledge and skills that are essential for their cross-functional and interdisciplinary roles. Moreover, the minor is also beneficial for students pursuing majors like Exercise Sciences and Dance, who have aspirations of starting their own businesses. These students will learn the necessary skills to effectively market their businesses and themselves in their respective industries.

Degree Offered

- Minor in Marketing

Contact

Anubha Mishra, Ph.D.

Associate Professor and Chairperson
Sweigart Hall 352
(609) 895-5513
amishra@rider.edu

Program Website: Marketing (<http://www.rider.edu/academics/colleges-schools/college-business-administration/undergraduate-programs/marketing-advertising/>)

Associated Department: Department of Marketing

Related Programs

- Communication Studies (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/communication-studies/>)
- Dance (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/dance-ba/>)
- Exercise Science (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/exercise-sciences/>)
- Film and Media Studies (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/film-media-studies/>)
- Entrepreneurial Studies (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/entrepreneurial-studies/>)
- Graphic Design (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/graphic-design/>)
- Journalism (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/journalism/>)
- Public Relations (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/public-relations/>)
- Web Design (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/web-design/>)

Program Requirements for the Marketing Minor for Non-business Majors

(15 credits)

All Marketing minor participants must successfully achieve grades of C- or better in each of these marketing courses:

Code	Title	Credits
Required Courses		
MKT 200	Marketing Principles	3
MKT 320	Consumer Behavior	3
MKT 330	International Marketing	3
Select two of the following:		6
Advertising:		
MKT 205	Advertising Principles	
MKT 375	Digital Advertising and Social Media	
Sales:		
MKT 340	Personal Selling	
MKT 440	Sales Management	
Digital Marketing:		
MKT 367	Marketing Web Analytics	
MKT 370	Internet Marketing	
Total Credits		15

*Students will need the Marketing department's permission to enroll in any of the following courses as a part of the minor program: MKT 444, MKT 469, MKT 490, MKT 491.

Courses and Descriptions

MKT 200 Marketing Principles 3 Credits

This course examines market characteristics, consumer buying habits and motives, and functions of marketing within the framework of the strategic marketing planning process. Concepts and current practices in product development, pricing, promotion, distribution, and international marketing are studied.

Prerequisite(s): 15 credits.

MKT 205 Advertising Principles 3 Credits

Basic theory, functions, principles, and applications of advertising are the focus of this course. The relation of advertising to our economy, the advertising department and the ad agency, selection of media, advertising practices, and the use of research to improve advertising techniques are covered.

Prerequisite: MKT 200.

MKT 320 Consumer Behavior 3 Credits

The nature and determinants of consumer behavior are studied, with attention given to the influence of socio-psychological factors such as personality, small groups, demographic variables, social class, and culture on the formation of consumer attitudes, consumption patterns, and purchasing behavior.

Prerequisite(s): MKT 200.

MKT 330 International Marketing 3 Credits

This course examines the global marketplace and the complexities of its environmental influences, and necessary adaptations in formulating the strategies for product, pricing, promotion, channel and supply chain management.

Prerequisite(s): MKT 200; 30 credits completed.

MKT 340 Personal Selling 3 Credits

Examines persuasive techniques utilized in sales presentations conducted on a person-to-person basis. Major course emphasis is on developing effective selling techniques; understanding the company, its products and the role of the salesperson in implementing product/market strategies; understanding the customers and the selling environment; application of effective sales presentation techniques; recognizing selling opportunities and careers.

Prerequisite(s): MKT 200; 30 credits completed.

MKT 367 Marketing Web Analytics 3 Credits

This course teaches web analytics through practical applications with a focus on deriving actionable insights. It provides a broad overview of key web analytics strategies, concepts, issues, challenges and tools. Topics covered include: • How to choose a web analytics tool • Metrics and key performance indicators • Best ways to analyze effectiveness of blogs, marketing campaigns, SEO, SEM and emails • How to utilize quantitative, qualitative and competitive tools to derive actionable insights • How to optimize web sites by incorporating testing and experimentation • Analytics in social, mobile and video • Best practices and pitfalls in web analytics.

Prerequisite(s): MKT 200; junior or senior standing.

MKT 370 Internet Marketing 3 Credits

This course emphasizes the discipline of internet marketing, including practices of leading online marketing companies, state of the art online research and demonstrates how the Internet is creating value for customers and profits for businesses while also fitting into a firm's complete marketing strategy. This course will provide a strategic and tactical toolkit for the online marketer, help students understand how and why the Internet is changing traditional marketing and allow students to develop the skills, strategies and tactics important to develop successful Internet marketing plans.

Prerequisite(s): MKT 200 and CIS 185; junior & senior standing.

MKT 375 Digital Advertising and Social Media 3 Credits

This course surveys the concepts, principles, practices and industry standards of digital advertising, including standard display and rich media advertising, search advertising, email advertising, game advertising, and mobile advertising. It also introduces the strategies and tactics in social media marketing. The course emphasizes a strategic, holistic view of digital advertising and social media as marketing communication tools that are situated in the marketing strategic framework and employed to engage consumers in community building.

Prerequisite(s): MKT 200; junior & senior standing.

MKT 440 Sales Management 3 Credits

By means of lectures, discussions, and case studies, the field of marketing management is analyzed from the viewpoint of sales executives. The responsibilities for planning and administering personal selling operations are emphasized. Considerable attention is given to other activities for which sales executives may be wholly or jointly responsible, such as decision making on promotion and brand management.

Prerequisite(s): MKT 200 and senior standing.

MKT 444 Special Topics in Marketing 3 Credits

The study of a topic (or combination of topics) that represents some dimension of marketing or has important and direct implications for marketing management. Theoretical foundations, as well as special applications of marketing decision-making, may be explored. Readings, research, lectures, discussions, or other appropriate methods are employed to stimulate student learning.

Prerequisite(s): MKT 200; any additional prereqs requested by the instructor.

MKT 469 Selected Topics in Marketing 3 Credits

The study of a topic (or combination of topics) that represents some dimension of marketing or has important and direct implications for marketing management. Theoretical foundations as well as special applications of marketing decision making may be explored. Readings, research, lectures, discussions, or other appropriate methods are employed to stimulate student learning.

Prerequisite(s): MKT 200 and senior standing.

MKT 490 Independent Research and Study 1-4 Credits

Topic to be approved by the professor and chairperson. Available for juniors and seniors. No more than 12 credits allowed toward graduation, which may be counted as a business or free elective.

MKT 491 Internship-Based Indep Study 3 Credits

Provides the student an opportunity to supplement and apply classroom work in supervised employment with participating marketing and advertising firms. Requirements include a journal with a log of daily activities, and a project or term paper presented to and evaluated by the internship sponsor. Evaluation will also include a report by the company on the intern's performance. Credits may be used to satisfy business or free elective requirements.

Prerequisite(s): permission of instructor.