

## Marketing Minor

Gain new insights and open totally new career paths by blending your major with a Minor in Marketing. The 30-credit program is housed in the School of Administrative Studies and open to all York students in an approved non-business Honours program that offers a major/minor option in the Faculty of Environmental and Urban Change, the Faculty of Health, the Faculty of Liberal Arts and Professional Studies, the Faculty of Science, the School of the Arts, Media, Performance & Design, the Lassonde School Engineering or Glendon. Students in the BBA, the iBBA, the BCom, the BA in Business Economics and the BA in Financial and Business Economics programs cannot take this Minor. You can start with the Marketing Minor as soon as you have completed 30 university credits. You also have to have a GPA of 5.0 in your home program.

### Program Flow

- The Marketing Minor requires you to take 7 core courses and 3 electives, all of them 3.0 credit courses.
- You start with core courses in Introduction to Business and Introductory Marketing. In Introductory Marketing, you get familiar with basic Marketing concepts and develop, in team work, a Marketing plan for a fictitious new product.
- You also have to take Business Statistics Through Applications as a core course. If you have already completed a university stats course from an approved list, then you can replace this course with a fourth Marketing elective.
- You then continue a core course in Consumer Behaviour and a core course in Applied Marketing Management where you have the opportunity of working with a company or not-for-profit organization on a real-life challenge.
- Courses in Marketing Strategy and Marketing Research conclude your core courses in the Minor.
- For the electives, you can choose from over a dozen Marketing electives – the largest selection of any undergraduate Marketing program in the country! Specialize in fields like brand & product management, advertising, digital marketing (including social-media marketing), marketing analytics, b2b marketing, customer-relationship management or international marketing. Build the mix of courses that perfectly complements your major and your career goals.

Some of these electives you can take as soon as you have completed the course on Introductory Marketing. Throughout the program, you will also benefit from a

- rich, interdisciplinary learning environment in high-quality courses,
- great flexibility in the course schedules,
- the expertise of instructors from both academia and the industry, and
- experiential course projects with companies and not-for-profit organizations.

For a complete set of requirements and options see <https://calendars.students.yorku.ca/2020-2021/programs/AP/marketing>.

### Careers

The Marketing Minor opens many new doors to exciting careers in the field of Marketing . The knowledge and skills in Marketing together with the ones from your major also allow you to build a unique profile for careers related to your academic major.