

MARKETING (MKTG)

Department of Marketing and Consumer Studies, Gordon S. Lang School of Business and Economics

The minor in Marketing is designed for students who wish to better understand the subject of marketing and potentially integrate this with their primary field of study. The program develops a core knowledge of contemporary theory and principles of marketing and consumer behaviour of particular relevance to the non-specialist.

Note: the minor in Marketing is not open to students enrolled in the Marketing Management major in the Bachelor of Commerce degree.

Minor (Honours Program)

A minimum of 5.00 credits is required, including:

Code	Title	Credits
ECON*1050	Introductory Microeconomics	0.50
HROB*2090	Individuals and Groups in Organizations	0.50
MCS*1000	Introductory Marketing	0.50
MCS*2600	Fundamentals of Consumer Behaviour	0.50
MCS*3000	Advanced Marketing	0.50
PSYC*1000	Introduction to Psychology	0.50

Restricted Electives

Select 2.00 credits from the following:

ECON*2740	Economic Statistics ¹	0.50
MCS*2000	Business Communication	0.50
MCS*3010	Quality Management	0.50
MCS*3030	Research Methods	0.50
MCS*3500	Marketing Analytics	0.50
MCS*3600	Consumer Information Processes	0.50
MCS*3620	Marketing Communications	0.50
MCS*4040	Management in Product Development	0.50
MCS*4300	Marketing and Society	0.50
MCS*4400	Pricing Management	0.50
MCS*4600	International Marketing	0.50
PSYC*1010	Making Sense of Data in Psychological Research ¹	0.50
STAT*2060	Statistics for Business Decisions ¹	0.50

1

Only one of ECON*2740 Economic Statistics, PSYC*1010 Making Sense of Data in Psychological Research or STAT*2060 Statistics for Business Decisions may be counted as a restricted elective towards the minor in Marketing.