

MARKETING, MINORS

The NJCU School of Business offers three minor programs in Marketing to help students (who are not majoring in Marketing) acquire an understanding of the theories, concepts, and practices in the discipline, and to apply new acquired knowledge, skills, and abilities in a business setting. Minors are currently available in the marketing specialty areas of Digital Marketing, Marketing Analytics, and Public Relations.

Digital Marketing Minor: (18 Credits)

NJCU's School of Business minor in Digital Marketing prepares students (who are not majoring in Marketing) to address the issues and challenges of developing and implementing digital strategies across market sectors. The program's focus is on using digital tools for business and leveraging digital techniques from a marketing perspective to effectively connect with consumers and build strong online brands.

Code	Title	Credits
MKTG 231	Principles of Marketing	3
MKTG 332	Integrated Marketing Communication	3
MKTG 333	Digital Marketing	3
MKTG 350	Social Media Marketing	3
MKTG 422	E-commerce	3
Pick one additional class (3 credits) from:		
MKTG 340	Visual Communications for Integrated Marketing Communications	3
MKTG 361	Customer Relationship Marketing	3
MKTG 434	Marketing Analytics	3

Public Relations, Minor: (18 Credits)

A study by the Public Relations Society of America found 95% of business leaders feel that executives at all levels should have a working knowledge of public relations skills. The NJCU Public Relations minor provides students (who are not majoring in Marketing) with an understanding of PR strategies and extensive practice with the traditional and nontraditional tools necessary to communicate in a digital world to best manage conversations about brands.

Code	Title	Credits
MKTG 231	Principles of Marketing	3
MKTG 332	Integrated Marketing Communication	3
MKTG 340	Visual Communications for Integrated Marketing Communications	3
MKTG 355	Public Relations Theory and Global Development	3
MKTG 360	Writing for Marketing and Public Relations	3
MKTG 432	Marketing Research	3

Marketing Analytics, Minor: (18 Credits)

NJCU's School of Business minor in Marketing Analytics provides students (who are not majoring in Marketing) with the practical skills and theoretical knowledge essential for organizations' increasing reliance on marketing analytics. The innovative and efficient use of data available within and outside organizations is critical for business success and

profitability. Students minoring in Marketing Analytics will be positioned to make and support businesses in crucial data-driven decisions.

Code	Title	Credits
MKTG 231	Principles of Marketing	3
MKTG 331	Consumer Behavior	3
MKTG 361	Customer Relationship Marketing	3
MKTG 432	Marketing Research	3
MKTG 434	Marketing Analytics	3
Pick one additional class (3 credits) from:		
MKTG 332	Integrated Marketing Communication	3
MKTG 333	Digital Marketing	3
MKTG 350	Social Media Marketing	3

Student Learning Outcomes

Upon completion of a Marketing, Minor in the School of Business, students will be able to:

1. Identify ethical issues and understand the implications of social responsibility for sustainable business practices.
2. Evaluate information and apply critical thinking skills to identify solutions and inform business decisions.
3. Utilize technology, apply quantitative methods and interpret data to solve business problems.
4. Integrate knowledge of core business concepts and collaborate productively as part of a team.
5. Work effectively in a diverse environment and understand how global and cultural issues effect the organization and its stakeholders.
6. Compose clear and concise forms of written communication to effectively convey ideas and information associated with business topics.
7. Communicate business concepts effectively through oral presentation.