

Minor in Marketing

The Marketing minor introduces fundamental concepts in market analysis, consumer behavior, branding and advertising strategies. Students develop an understanding of marketing principles and their application within business contexts, supporting preparation for roles in marketing and related fields.

Some majors may not be eligible to pair with this minor. See the Minor Restrictions (<https://catalog.erau.edu/programs/undergraduate/minors/restrictions/>) list for details.

Daytona Beach Minor Requirements

MKTG 311	Marketing	3
MKTG 330	Professional Selling	3
Choose Three of the Following:		9
MKTG 400	Social Media Marketing	
SCLM 363	Supply Chain Management	
SCLM 411	Logistics Management for Aviation/Aerospace	
MKTG 355	Data Driven Decision Making	
MGMT 318	Entrepreneurship I	
MKTG 402	Creative Content	
MKTG 405	Corporate Aviation Marketing	
MKTG 415	Aerospace Marketing	
MKTG 425	Airline Marketing	
MKTG 435	Airport Marketing	
MKTG 445	Government as Customer: Aerospace Business Development	
Total Credits		15

Worldwide Minor Requirements

MKTG 311	Marketing	3
Choose Four of the Following:		
MKTG 320	Consumer Behavior	3
MKTG 330	Professional Selling	3
MKTG 400	Social Media Marketing	3
MKTG 449	Strategic Marketing Management	3
MKTG 450	Airline/Airport Marketing	3
Total Credits		15

Estimated Cost of Attendance: California Student Information (<https://catalog.erau.edu/student-life/student-affairs/california-student/>)