

Marketing (Minor)

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Marketing is defined by the American Marketing Association as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Marketing practice tends to be seen as a creative industry, which includes research, advertising, distribution, and selling. At Mary Baldwin, students will view the marketing function through the lens of sustainability and creating ethical and socially responsible business practices.

The importance of marketing oneself or one's business cannot be underestimated. The marketing minor allows students across the university to add this important skill set to any major they may choose to pursue, including business. This exciting curriculum will focus on the theory and practice of marketing and its importance to any industry or organization.

Department: [Marketing and Communication](#)

Type: Minor

Requirements for the Minor in Marketing

Undergraduate residential programs and MBU Online

Item #	Title	Credits
BUAD 104	SUSTAINABILITY & BUSINESS	3
BUAD 230	MARKETING PRINCIPLES	3
BUAD 338	AUDIENCE INSIGHTS & ANALYSIS	3
BUAD 362	BUYER BEHAVIOR	3
COMM 240	ADVERTISING	3

Plus, one of the following:

Item #	Title	Credits
BUAD 334	MULTICULTURAL MARKETING IN AMERICA (D)	3
BUAD 375	BUILDING SUSTAINABLE BRANDS	3
Total credits:		18