

Marketing Minor

Chair: Jeremy Kees, PhD.
Associate Chair: Timothy McCulloch
Office: 3015 Bartley Hall
Telephone: 610-519-4350
[Website](#)

Program: Marketing
Type: Minor

About

Marketing is the lifeline that connects organizations with consumers. The discipline covers a broad range of areas from knowledge of human behavior and market research to strategy and creative expression to drive a desired outcome. As a Marketing minor will supplement a business degree by providing you more depth in areas where marketing plays a significant role in the achievement of an organization's goals. A large percentage of business professionals, regardless of their undergraduate major, will either rotate through marketing positions during their careers or spend most, if not all, of their careers in marketing.

Course Requirements for Marketing Minor (9 Credits)

Marketing minor requires **three (3)** unique MKT courses to fulfill the minor requirements.

Course	Title	Credits
	3 cr. MKT Minor Option Course	3
	Two (2) Marketing elective courses	6

Note:

- MKT 2375, MKT 3450, and MKT 3470 (6 cr.) do not count toward Marketing minor requirements.
- CHE 2900 (Global Pharmaceutical Industry) may fulfill one of the marketing elective courses.
- Marketing minor courses may fulfill the free elective requirements.

Category Descriptions

3 cr. MKT Minor Option Course

Credits: 3

MKT 2120 Buyer Behavior, **OR**
MKT 2197 Marketing Research

Two (2) Marketing elective courses

Credits: 6

except MKT 2375, MKT 3450 and MKT 3470