

Minor in Marketing

Available to all students except those
BSBA students pursuing a Marketing Specialization or a
Sales and Services Marketing Specialization

21 Credit Hours Required*:

1. ECON 2000 Introduction to Economics (3)
(or any higher-level ECON course)
2. One of the following: (3)

	ACCT 2000	Accounting Concepts for Non-business Students
or	ACCT 2210	Accounting and Business Concepts I
or	MGMT 3050	Principles of Organization and Management
3. MKT 3000 Principles of Marketing for Non-Business Majors (3) or
MKT 2010 Introduction to Marketing Management (3)
4. MKT 3020 Consumer Behavior (3)
5. Three of the following: (9)

MKT 3200	Marketing Research
MKT 3350	Digital Marketing
MKT 3400	Professional Selling
MKT 4000	Topics in Marketing
MKT 4050	Services Marketing
MKT 4100	Marketing Communication and Promotion
MKT 4120	Advertising Management
MKT 4150	Managing the Service Experience
MKT 4160	Servicescape Design
MKT 4200	Branding
MKT 4250	Creativity in Marketing
MKT 4300	Retail Management
MKT 4320	Marketing Analytics
MKT 4350	Social Media Marketing
MKT 4420	Sales Management
MKT 4450	Product Planning
MKT 4550	International Marketing

Notes:

* **Students must achieve a grade of C or better in all courses taken for the minor.**

All students must complete at least 15 credit hours toward the minor that are not counted in the student's major or specialization or in another minor. Substitute courses must be approved by the department.

The total number of hours earned in College of Business Administration courses may not exceed 25 percent or 30 hours of the 122 minimum needed for graduation, counting the major and minor (six hours of STAT and nine hours of ECON are exempt from this limitation).

Students must meet prerequisites in effect at the time of course enrollment.

For further information contact:

Chair
Department of Marketing
240 Maurer Center
(419) 372-2041

Frequently Asked Questions About the Marketing Minor

Where do I sign up to have a minor in Marketing?

You sign up for your minor in your college office (the college office of your major). It is generally recommended that you check after a few weeks to make sure the minor declaration has been processed.

If I am a Marketing minor, does this guarantee that I will gain admittance to the Marketing course I choose?

Generally speaking, our Marketing courses are popular and often in high demand. Therefore, there is not always a sufficient number of sections of certain courses to accommodate student demand in any given semester. Since we are also concerned about the quality of the educational experience in our courses, we are committed to maintaining the class sizes necessary to ensure this quality. While every effort will be made to accommodate your preferences, some degree of flexibility should be maintained with respect to both the courses you elect to take and the semester in which you take them.

Who should I contact if I have questions about the Marketing minor?

You may contact the Department of Marketing at 372-2041 to make an appointment with the Marketing Department Chair.