

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 3400 Professional Selling
 - MKT 3500 Business-to-Business Marketing
 - MKT 4000 Topics in Marketing
 - MKT 4050 Services Marketing
 - MKT 4080 Introduction to Promotion ** or 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 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.**
- ** Credit is not allowed for both MKT 4080 and MKT 4100.

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:

Dr. Susan Kleine, Chair
Department of Marketing
234 Business Administration Building
(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.