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 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 4250  Creativity in Marketing
   MKT 4300  Retail Management
   MKT 4350  Marketing on the Internet
   MKT 4400  Professional Selling
   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. Bob Wu, Chair
Department of Marketing
234 Business Administration Building
(419) 372-2041

Fall 2014
**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.