

# 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.

<b>Course</b>	<b>Title</b>	<b>Credits</b>
	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