

MARKETING, MINOR

Minor in Marketing (660104M)

This 18 credit minor will provide an introduction into the diverse and dynamic field of marketing by providing the student with additional skills, including insights into marketing research, business to business, consumer behavior, social media and digital marketing. Students are required to take 9 credits of required marketing courses, and then select an additional 9 credits among courses that explore specific areas of interest in marketing.

Requirements for Admission

Enrollment in a 4 year degree granting major

College of Business Undergraduate Programs

<http://www.uakron.edu/business/advising> (<http://www.uakron.edu/business/advising/>)

(330) 972-7042

businessadvising@uakron.edu

College of Business room 260

The following information has official approval of **The Department of Marketing** and **The College of Business**, but is intended only as a guide. Completion of this minor is contingent upon many factors, including but not limited to: class availability, total number of required credits, work schedule, finances, family, course drops/withdrawals, successfully passing courses, prerequisites, among others.

Please refer to the University Requirements for Minor Areas of Study (<https://bulletin.uakron.edu/undergraduate/important-policies/graduation-requirements/#minor-req>) for specific graduation information regarding minors.

Summary

Code	Title	Hours
Required Courses		9
Electives		9
Total Hours		18

Required Courses

Code	Title	Hours
MKTG 205	Marketing Principles ²	3
	or COMM 133 Essentials of Marketing Technology	
MKTG 355	Consumer Behavior	3
MKTG 460	B2B Marketing	3
Total Hours		9

Electives

Code	Title	Hours
Select three of the following:		
MKTG 335	Marketing Research	
MKTG 375	Marketing & Sales Analytics	
MKTG 432	Integrated Marketing Communications ¹	
MKTG 434	Digital Marketing ¹	
MKTG 440	Brand Management ¹	
MKTG 446	Social Media Marketing	

ART 132	Introduction to Design	
ART 189	Production I	
Total Hours		9

¹ Must be admitted to 4 year degree granting major.

² Students wishing to take MKTG 205 must have earned 24 credit hours and must take ECON 200 Principles of Microeconomics as a pre/corequisite.