

# Marketing, Minor

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**Chairperson: Brian Spaid, Ph.D.**

Department of Marketing website (<http://business.marquette.edu/departments/marketing/>)

**Business minors are not available to students in the College of Business Administration.**

The marketing curriculum equips students with the fundamental and advanced knowledge they need to develop strategic marketing communication plans that engage customers and create value for the organization. This is accomplished through applied learning opportunities that require critical thinking, creative problem solving, quantitative and qualitative data analysis, working effectively in teams, and written and oral communication. The course descriptions provide a brief overview of the marketing courses that are offered each academic year. These courses, as well as internships, prepare minors to be a successful marketing professional in a variety of organizations and positions upon graduation.

## Minor in Marketing

### Required Courses

| Code                       | Title   | Hours        |
|----------------------------|---|--------------|
| ECON 1001<br>or ECON 1103  | Introduction to Economics<br>Principles of Microeconomics | 3            |
| MARK 3001                  | Introduction to Marketing                                 | 3            |
| MARK 4060                  | Marketing Research  | 3            |
| Statistics <sup>1</sup>    |   | 3-4          |
| Three Marketing Electives  |   | 9            |
| <b>Total Credit Hours:</b> |   | <b>21-22</b> |

<sup>1</sup> BUAD 1560 Introduction to Statistics and Business Analytics, COMM 1700 Communication Statistics and Analysis, MATH 1700 Modern Elementary Statistics, MATH 4720 Statistical Methods, SOCI 2060 Social Statistics or SOCI 2060H Honors Social Statistics may be used to satisfy the statistics requirement.

#### Note:

- A C grade or better must be earned in each course.
- Only one transfer course is allowed toward the MARK minor. The assistant dean in the College of Business Administration must approve any transfer of credits.

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