Marketing Minor

For information, contact the Department of Marketing, 3057 FSB, 513-529-3270.

This minor, open to non-business majors only, prepares students for a career in marketing or as part of a business decision-making team. The modern global society is placing an increasing emphasis on marketing knowledge and related skills. The minor provides students with an understanding of marketing that goes beyond basic principles to developing specific marketing skills.

The Marketing Minor requires an application for admission. Students must apply fall semester of the sophomore year or within one year for transfer students. Contact the Department of Marketing for more information. For details regarding admission to FSB minors and availability of coursework, please refer to the information at the beginning of this section (under Farmer School of Business "Minors").

Program Requirements

(22 semester hours)

Code	Title	Credit Hours
Prerequisites		
ECO 201	Principles of Microeconomics	3
Select ONE of the following:		3-4
ISA 125	Introduction to Business Statistics	
ISA 225	Principles of Business Analytics	
STA 261	Statistics	
Required courses		
MKT 291	Principles of Marketing	3
EITHER		
ALL of the following courses:		12
MKT 315	Professional Selling	
MKT 325	Developing Customer Insights	
MKT 335	Analytical Research and Reasoning for Marketers	
MKT 345	Building and Managing Strong Brands	
OR		
Select THREE of the following:		
MKT 315	Professional Selling	
MKT 325	Developing Customer Insights	
MKT 335	Analytical Research and Reasoning for Marketers	
MKT 345	Building and Managing Strong Brands	
AND		
Select ONE of the following:		
MKT/IMS 392	Content Marketing	
MKT 412	Sustainable Marketing Management	
MKT 415	Marketing to Organizations	
MKT/IMS 418	Social Media Marketing and Online Community Management	
MKT/IMS 419	Digital Branding	
MKT 461	Principles of Retailing	
MKT 490	Emerging Topics in Marketing	
Total Credit Hours		**21-22**