

MARKETING MINOR

Introduction

The marketing of goods or services is the central focus of most profit and nonprofit organizations. Thus, regardless of students' majors, a solid understanding and appreciation of the marketing discipline will enhance students' decision-making capabilities and make them better managers.

Link to Minor Form

<http://www.eastfalls.jefferson.edu/successcenter/inc/pdf/advising/DeclaringaMinor.pdf>

Courses

Code	Title	Credits
Select four of the following:		12
MKTG 102	Principles of Marketing ¹	
MKTG 207	Consumer in the Market Place	
MKTG 305	Contemporary Brand Mgmt.	
MKTG 310	Integrated Mktg Communication	
MKTG 315	Mktg in a Digital Environment	
MKTG 324	International Marketing	
MKTG 391	Marketing Research	
Total Credits		12

¹ Required for non-business students