

MARKETING

CREDITS 12

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.

COURSES

Select four of the following

- MKTG 102* Principles of Marketing (**Required for non-business students**)
- MKTG 207 Consumer in the Market Place
- MKTG 305 Contemporary Brand Management
- MKTG 310 Integrated Marketing Communication
- MKTG 315 Marketing in a Digital Environment
- MKTG 324 International Marketing
- MKTG 391 Marketing Research

LINK TO MINOR FORM:

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