

MARKETING, MINOR

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

What is Marketing?

Marketing is a broad field that seeks to understand consumer, firm, and societal behaviors and subsequently identify ideas, products, services, and methodological approaches that deliver value. According to the American Marketing Association, Marketing involves "the set of institutions and processes for creating, communicating, delivering, and exchanging offerings valuable to customers, clients, partners, and society at large. Not only does marketing guide firms' managerial decisions in the marketplace, but it also offers insights into consumer awareness, public policy making, and non-commercial exchange of value (e.g., altruistic giving)."

You Might Like This Program If...

- You're interested in market research.
- You enjoy using technology to solve problems.
- You're empathetic and like to help others.

Program Requirements

Requirement	Credits
Requirements for the Minor	18

Requirements for the Minor

A grade of C or better is required for all courses in the minor, as specified by Senate Policy 59-10 (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/59-00-minors-and-certificates/#59-10>). In addition, at least six credits of the minor must be unique from the prescribed courses required by a student's major(s).

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
MKTG 301	Principles of Marketing	3
MKTG 342	Marketing Research	3
Additional Courses		
<i>Additional Courses: Require a grade of C or better</i>		
MKTG 330	Consumer Behavior	3
or MKTG 444	Buyer Behavior and Applied Research	
Supporting Courses and Related Areas		
<i>Supporting Courses and Related Areas: Require a grade of C or better</i>		
Select 9 credits of MKTG courses		9

Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged

in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

Erie

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Career Paths

A minor in Marketing can be pursued by students in most Penn State degree programs. Penn State Behrend has a comprehensive support system to help you identify and achieve your goals for college and beyond. Meet with your academic adviser often and take advantage of the services offered by the Academic and Career Planning Center beginning in your first semester.

Careers

A minor in Marketing can make you a more competitive job candidate by demonstrating familiarity with marketing research, analytics, and consumer behavior issues.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES WITH A MINOR IN MARKETING (<https://behrend.psu.edu/school-of-business/academic-programs/marketing/minor/>)

Opportunities for Graduate Studies

Adding a specialized minor such as Marketing to a primary major program demonstrates to graduate programs your commitment to interdisciplinary thinking.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<https://behrend.psu.edu/school-of-business/academic-programs/marketing/minor/>)

Contact

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