

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.