MARKETING - MINOR

College of Business Administration
Department of Marketing and Entrepreneurship
534 Business Administration Building
Kent Campus
330-672-2170
marketing@kent.edu
www.kent.edu/business/marketing

Description
In today's highly competitive business environment, successful managers must have a strong focus on providing customer satisfaction as well as the ability to research consumer needs, wants and desires; understand what these mean in terms of company offerings; and communicate the benefits of their products or services effectively. The Marketing minor helps students develop the perspectives and skills necessary to understand consumers and to provide customer satisfaction. Students completing the minor should be equipped to bring a marketing orientation to both profit and not-for-profit organizations.

Fully Offered At:
• Kent Campus
• Stark Campus

Admission Requirements
• Minimum 2.500 overall GPA; or if freshman, no GPA required.

Minor Requirements
[MKTG]

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ECON 22060 PRINCIPLES OF MICROECONOMICS (KSS) 3
MKTG 25010 PRINCIPLES OF MARKETING 3
MKTG 35035 CONSUMER BEHAVIOR 3

Choose from the following: 9
ENTR 27056 INTRODUCTION TO ENTREPRENEURSHIP
MKTG 35050 MARKETING RESEARCH
MKTG 35056 SOCIAL MEDIA MARKETING
MKTG 45045 ADVERTISING AND PROMOTION MANAGEMENT
MKTG 45046 PERSONAL SELLING
MKTG 45047 ADVANCED PROFESSIONAL SELLING
MKTG 45060 INTERNATIONAL MARKETING
MKTG 45082 SERVICES MARKETING
MKTG 45091 MARKETING SEMINAR
MKTG 45187 INTERNATIONAL EXPERIENCE IN MARKETING

Minimum Total Credit Hours: 18

Graduation Requirements
Minimum Minor GPA
2.500

• To earn a College of Business Administration minor, students must complete at least 50 percent of the total required credit hours for the minor at Kent State University, at least 6 credit hours in the minor must be at the upper division (30-40000 level), and at least 6 credit hours in the minor must be different from courses in the student’s major and minor(s). Students may not pursue a minor and major in the same discipline.

• Students who major in Entrepreneurship and minor in Marketing cannot use ENTR 27056 or MKTG 45046 as Marketing minor electives. Also, if Entrepreneurship majors use MKTG 35056 as an entrepreneurship major elective, it cannot also be used as a Marketing minor elective unless the other 6 credit hours (of the 9 credit hours needed for Marketing minor electives) are different from the Entrepreneurship major.

• Minimum 2.500 GPA (including all attempts for 30000 and 40000 level courses) is required in the minor.