

MARKETING - MINOR

College of Business Administration
Department of Marketing and Entrepreneurship
www.kent.edu/business/marketing

Contact Information

- Program Coordinator:
Chris Groening
cgroenin@kent.edu
330-672-3927
- Speak with an Advisor
 - Ashtabula Campus
 - East Liverpool Campus
 - Geauga Campus
 - Kent Campus
 - Salem Campus
 - Stark Campus
 - Trumbull Campus
 - Tuscarawas Campus

Fully Offered

- Ashtabula Campus
- East Liverpool Campus
- Geauga Campus
- Kent Campus
- Salem Campus
- Stark Campus
- Trumbull Campus
- Tuscarawas Campus

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.

Admission Requirements

Admission to a minor is open to students declared in a bachelor's degree, the A.A.B. or A.A.S. degree or the A.T.S. degree (not Individualized Program major). Students declared only in the A.A. or A.S. degree or the A.T.S. degree in Individualized Program may not declare a minor. Students may not pursue a minor and a major in the same discipline.

- To declare the minor, students must have a minimum 2.500 overall Kent State University GPA. No Kent State University GPA is required if the student is a first-semester freshman or transfer student admitted in good standing.

Program Requirements

Minor Requirements

Code	Title	Credit Hours
Minor Requirements		
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	PROFESSIONAL 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	Minimum Overall GPA
2.500	2.000

- 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 6 credit hours in the minor must be upper-division coursework (30000 and 40000 level).
- Minimum 6 credit hours in the minor must be outside of the course requirements for any major or other minor the student is pursuing.
- Minimum 50 percent of the total credit hours for the minor must be taken at Kent State (in residence).