MARKETING - MINOR

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

About This Program
The Marketing minor helps students develop the perspectives and
skills necessary to understand consumers and to provide customer
satisfaction. 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.
Students completing the minor should be equipped to bring a marketing
orientation to both profit and not-for-profit organizations.

Contact Information
- Program Coordinator: Chris Groening, Ph.D. | 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
- Chat with an Admissions Counselor: Kent Campus | Regional
  Campuses

Program Delivery
- Delivery:
  - In person
- Location:
  - Kent Campus
  - Stark Campus

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 2.000 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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 22060</td>
<td>PRINCIPLES OF MICROECONOMICS (KSS)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 25010</td>
<td>PRINCIPLES OF MARKETING</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 35035</td>
<td>CONSUMER BEHAVIOR</td>
<td>3</td>
</tr>
</tbody>
</table>

Minor Electives, choose from the following:

- 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 45189: INTERNATIONAL EXPERIENCE IN MARKETING (ELR)
- MKTG 45049: SALES FORCE LEADERSHIP
- MKTG 45051: DIGITAL MARKETING

Minimum Total Credit Hours: **18**

### Graduation Requirements

<table>
<thead>
<tr>
<th>Minimum Minor GPA</th>
<th>Minimum Overall GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.000</td>
<td>2.000</td>
</tr>
</tbody>
</table>

- 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).

### Program Learning Outcomes

Graduates of this minor will be able to:

1. Demonstrate an understanding of segmentation and target
  marketing.
2. Demonstrate an understanding of the consumer decision-making
   process and its implications for marketers.
3. Demonstrate an understanding of the wide-ranging importance of
   marketing to businesses, society and their own lives.