Marketing Minor

• Open only to business students.
• Explore a firm’s value creation, customer acquisition, and development and retention processes, expanding career options especially for students with majors in Business Management, Entrepreneurship, Finance, Human Resources, International Business, Management Information Systems, and Real Estate.
• All students in Fox School are required to take MKTG 2101 as part of the lower division Fox School Foundation.
• Four additional Marketing courses required (all four must be taken at Temple University):

  Required Courses
  MKTG 3511  Marketing Research  3
  MKTG 3596  Consumer and Buyer Behavior  3

  Electives
  Select two of the following:  6
  MKTG 2511  Marketing for the Sustainable Enterprise
  MKTG 3501  Integrated Marketing Communications
  MKTG 3502  Information Management for Marketing Strategies 1
  MKTG 3503  Promotion Management
  MKTG 3504  Sales and Sales Management
  MKTG 3505  Entrepreneurial Marketing
  MKTG 3506  Value Delivery Networks in Marketing 1
  MKTG 3507  Direct Marketing 1
  MKTG 3508  Digital Marketing 1
  MKTG 3509  Customer Data Analytics 1
  MKTG 3553  International Marketing
  MKTG 3580  Special Topics - Marketing

Total Credit Hours 12

1 Courses have a prerequisite of MKTG 3511 and are most appropriate for students who like to be challenged with quantitative methods and applications.

• A grade point average of 2.0 in the minor is required as well as a minimum grade of C in each course, including MKTG 2101.
• Courses cannot be used to meet minor requirements if already used to meet the requirements for a major or a different minor or certificate.
• Courses for the minor must be completed prior to graduation; if completed, the minor will be recorded on the final transcript upon graduation.
• For more information on this minor, visit the Marketing department (http://www.fox.temple.edu/cms_academics/dept/marketing_and_supply_chain_management/programs/undergraduate-academics/concentrations-in-marketing).
• To declare or rescind this minor, visit the Fox School of Business and Management (http://www.fox.temple.edu/cms_academics/dept/advising/minors).

Interested students should discuss with their home college advisors how the courses in the minor will fit into their overall degree plan and are strongly encouraged to declare the minor early in their academic career.