Marketing Minor

- Open only to business or School of Sport, Tourism & Hospitality Management students.
- The Marketing minor allows students to 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. Students can develop career based competencies in the marketing minor.
- Both Fox and STHM students are required to take MKTG 2101 as part of their School Foundation requirements. STHM students would need to also complete STAT 2103/STAT 2903 as a prerequisite.
- Four additional Marketing courses required (all four must be taken at Temple University):

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3511</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3596</td>
<td>Consumer and Buyer Behavior</td>
<td>3</td>
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Electives

Select two of the following: 6

- MKTG 2511: Marketing for the Sustainable Enterprise
- MKTG 3501: Integrated Marketing Communications
- MKTG 3502: Data Management for Business Strategies
- MKTG 3504: Sales and Sales Management
- MKTG 3505: Entrepreneurial Marketing
- MKTG 3506: Value Delivery Networks in Marketing
- MKTG 3507: Direct Marketing
- MKTG 3508: Digital Marketing
- MKTG 3509: Customer Data Analytics
- MKTG 3512: Professional Selling
- MKTG 3553: International Marketing
- MKTG 3580: Special Topics - Marketing

Total Credit Hours 12

1 STHM students would need the prerequisite STAT 2103/STAT 2903 for MKTG 3502, MKTG 3509, MKTG 3511.
2 Students are encouraged to “smart pair” the electives for career readiness (e.g. Communications: MKTG 3501 and MKTG 3507; Sales: MKTG 3504 and MKTG 3507 or MKTG 3512; Retailing and B2B: MKTG 3506 and MKTG 3507; Data Analytics: MKTG 3502 and MKTG 3509).

- 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.
- To declare or rescind this minor, visit the Fox School of Business and Management.
- Many of these courses are available online.

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.