

# Marketing Minor

## Overview

The **Minor in Marketing**, offered by the Department of Marketing, 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.

This minor is open only to students in the Fox School of Business and Management and the School of Sport, Tourism and Hospitality Management.

**Campus Locations:** Main and Online

## Contact Information

Joydeep Srivastava, Marketing Department Chair  
Alter Hall, Room 515  
215-204-1620  
jsrivastava@temple.edu

Melissa Glenn, Marketing Department Deputy Chair  
Alter Hall, Room 518  
215-204-4341  
melissa.glenn@temple.edu

## Requirements

- Both Fox and STHM students are required to take MKTG 2101 as part of their school's foundation requirements. STHM students also need to complete STAT 2103/STAT 2903 as a prerequisite.
- Four additional Marketing courses required** (all four must be taken at Temple University):

Code	Title	Credit Hours
<b>Required Courses <sup>1</sup></b>		
MKTG 3511	Marketing Research	3
MKTG 3596	Consumer and Buyer Behavior	3
<b>Electives <sup>2</sup></b>		
Select two of the following:		6
MKTG 3501	Integrated Marketing Communications	
MKTG 3504	Professional Selling and Sales Management	
MKTG 3506	Retail Management	
MKTG 3508	Digital Marketing	
MKTG 3509	Customer Data Analytics	
MKTG 3513	Service Marketing	
MKTG 3514	Sustainable Consumer Centric Innovation	
MKTG 3580	Special Topics - Marketing	
<b>Total Credit Hours</b>		<b>12</b>

<sup>1</sup>

STHM students need the prerequisite STAT 2103/STAT 2903 for MKTG 3509 and MKTG 3511.

<sup>2</sup>

Students are encouraged to "smart pair" the electives for career readiness (e.g. Communications: MKTG 3501 and MKTG 3508; Sales: MKTG 3504 and MKTG 3501; Retailing and B2B: MKTG 3506 and MKTG 3508).

- 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.

- 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.