



Bachelor of Science in Business - Marketing Minor

Would you like to learn more about the behavior that drives buyers? Do you want to know how to market to a digital world? A minor in Marketing will prepare you to face the toughest challenges in this field.

Minor Requirements – 15 credits

Minor Course Descriptions

Select five of the following courses:

MKT 415 Consumer Behavior Issues and Analysis

This course focuses on understanding and influencing consumer perceptions and decisions. Integrated into the process is the role of marketing research and the basic methods and techniques needed to interpret information relevant to targeting markets, positioning products, and designing effective marketing messages, including online consumer behavior models and decision making.

MKT 423 Business Development in the Digital Economy

This course provides students with the skills and knowledge needed to generate viable business via the internet. This course explores strategic directions, branding, business cases, and life-cycle product management used for product development in a digital world. This course will cover the psychology of consumer behavior as it applies to online shopping, basic methods of online promotion branding, and integration of a website into the overall marketing mix. It will also include the collection and use of online customer data, attracting customers to a website, using a website to create customer value, transitioning customers to online purchasing, and competition strategies in industries with both online and traditional channels.

MKT 434 Consumer Communications and Sales Management

This course covers a wide variety of communication methods for reaching and influencing customers. Methods covered include: advertising, sales promotion, public relations, direct marketing, individual selling, and the Internet. The goal is to give students a broad, integrated view of the ways in which consumer decision-making may be influenced.

MKT 452 International Marketing*

Designing global marketing strategies within the constraints of particular cultural, economic, and political settings for a successful international marketing campaign is the focus of this course. Students analyze the decision-making process in marketing products globally.

*Prerequisite: MKT 308

MKT 454 Marketing Research Methods

This course addresses the new approaches to market research that have changed some of the basic methods and techniques of information-gathering, strategic thinking, and marketing research techniques. The course focuses on consumer, industrial and international markets, and on new methods that will make information more accessible to analyze competitive and market information and interpret data, which will lead to more timely and accurate decision-making.

MKT 470 Strategic Issues in Marketing

Marketing disciplines are integrated to provide an in-depth analysis of the major marketing issues impacting organizations in the new millennium. This course focuses on how social, cultural, technological, economic and legal issues impact product and service marketing. An analysis of how market research and anticipated consumer behavior affect promotion, packaging, pricing, positioning, and distribution strategies will provide a comprehensive perspective of corporate strategic marketing. Ethics and social responsibility in marketing practices are also covered.