MINOR IN MARKETING

Program Contact: Abhik Roy (abhik.roy@qu.edu) 203-582-8465

Throughout modern history, the field of marketing has adapted and evolved with each new breakthrough in technology, from the printing press to radio to the Internet. And now with mobile technology and social media, marketing professionals can find an audience virtually anytime, anywhere, with some creative and innovative ideas. But the fundamentals of marketing aren’t only useful for selling products. Those skills play a crucial role in politics, education and the nonprofit world as well.

This program will familiarize you with the essential concepts of marketing and consumer behavior, and you’ll have the flexibility to tailor the minor to your interests by choosing half the courses you take from our diverse marketing curriculum. With the approval of the department chair, you can select classes that examine areas such as advertising, media planning, internet marketing and marketing history.

Marketing Minor Curriculum

The marketing minor requires the completion of 18 credits.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MK 201</td>
<td>Marketing Principles</td>
<td>3</td>
</tr>
<tr>
<td>MK 210</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MK 320</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>Select 9 additional credits of marketing courses approved by the chair of the department</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Total Credits</td>
<td></td>
<td>18</td>
</tr>
</tbody>
</table>