

MINOR IN MARKETING

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The marketing minor provides you with fundamental skills in marketing, consumer behavior and marketing research. You have the flexibility to tailor the minor to your interests by choosing electives from our diverse marketing offerings. You can select classes that examine areas such as digital marketing, marketing communications, fashion marketing and merchandising, sports and entertainment marketing, marketing analytics, professional selling and sales management, and product management, as well as business-to-business marketing.

Marketing Minor Curriculum

The marketing minor requires the completion of 18 credits.

Code	Title	Credits
MK 201	Marketing Principles	3
MK 210	Consumer Behavior and Marketing Communications	3
MK 320	Marketing Research	3
Select 9 additional credits of marketing courses		9
Total Credits		18