

MARKETING MINOR

Minor Requirements

Marketing is a skill that can be useful in almost any field. Anyone benefits from learning how to market themselves, a company, a product. All businesses rely on marketing to manage their brand and improve their bottom line. The marketing minor at Hiram invites students across disciplines and majors to gain specific knowledge and experience on how to find what customers think, how to get products across, and appeal to potential customers.

The marketing minor will equip students with the skills to understand the principles of marketing and consumer behavior. Then, students can customize their minor by selecting three more electives. The marketing minor complements a variety of bachelor's degrees, such as management, accounting, communication, psychology, computer science etc. Graduates equipped with skills in marketing are valued across many different industries and careers.

Students may major and minor in any two disciplines from the Scarborough School of Business and Communication with permission from the program faculty (typically, only one course can count for both the major and the minor).

The marketing minor requires five courses, minimum 18 credits:

- two required courses
- three electives at the 30000-level or equivalent

Code	Title	Hours
Core Courses		
MKTG 15500	PRINCIPLES OF MARKETING:CA	4
MKTG 31800	CONSUMER BEHAVIOR	3
Electives		
3 courses in MKTG at the 30000-level or above		11
Total Hours		18