

“Because its purpose is to create a customer, the business has two basic functions: marketing and innovation. Marketing and innovation produce results, all the rest are costs.”

-Peter F. Drucker



UNDERGRADUATE MARKETING MINOR

Lehigh University's marketing minor provides non-Lehigh Business students an opportunity to pursue a course of study in marketing that will enable them to supplement their major field and make them more marketable. The overall learning objective of the program is to provide non-Lehigh Business students with the knowledge and skills with which to make more informed marketing decisions.

A marketing minor consists of 12 credits. Students wishing to earn a Marketing Minor must first take MKT 111, and then select three other marketing courses from the marketing curriculum. A student can also build a concentration within the Marketing Minor in areas such as Marketing Analytics, Marketing Communications, Sales Management, Retail Management or Brand Management and Innovation, allowing for a deeper understanding of a particular aspect of marketing.

WHY A MARKETING MINOR?

Marketing.....is a critical success factor in any business. Marketing focuses the firm on the needs of the consumers. It encompasses aspects such as new product development, pricing, promotion, and distribution considerations. Marketing influences virtually all strategic business plans and decisions and its scope ranges from government and non-profit organizations to free enterprise. Marketing plays a major role in the management of any business. A minor in marketing is a great complement to many majors.

Related extra-curricular activities and special programs that augment the curriculum include:

- **Marketing Club:** Official student chapter of the American Marketing Association (AMA). Affiliation with this nationally recognized marketing professional organization provides the student with opportunities to better understand the marketing profession and clarify career opportunities.
- **Department of Marketing Events:** The Department of Marketing hosts speakers, corporate visits, etc. in which marketing minors are encouraged to participate.
- **Externships:** Marketing minors can work on real projects in both profit and non-profit organizations.

Department of Marketing

UNDERGRADUATE MARKETING MINOR

REQUIRED COURSE FOR ALL MARKETING MINORS

MKT 111 Principles of Marketing

MARKETING COURSES

Three courses are required for marketing minors from the following courses:

- MKT 311 Consumer Behavior
- MKT 312 Marketing Research
- MKT 313 Advertising & Sales Promotion Strategy
- MKT 314 Digital & Social Media
- MKT 319 Development & Marketing of New Products
- MKT 320 Global Marketing
- MKT 325 Consumer Insights through Data Analysis
- MKT 326 Marketing Analytics in a Digital Space
- MKT 327 Retail Marketing
- MKT 330 Professional Selling
- MKT 332 Sales Management
- MKT 347 Strategic Brand Management
- MKT 366 Services Retailing & Marketing
- MKT 371 Directed Readings
- MKT 372 Special Topics
- MKT 387* Marketing Strategy

* MKT 311 and MKT 312 are pre-requisites for MKT 387



For more information contact us at:

LEHIGH UNIVERSITY
COLLEGE OF BUSINESS
DEPARTMENT OF MARKETING
621 TAYLOR STREET
BETHLEHEM, PA 18015-3117
610-758-4743

E-mail: marketing@lehigh.edu
www.lehigh.edu/cbemarketing/

