

*“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*

Welcome! This document provides answers to the most frequent questions asked by those interested in marketing. If you have additional questions, please come to the department office (Rauch Business Center 366) or send an email to [marketing@lehigh.edu](mailto:marketing@lehigh.edu).

### **What marketing classes are required for marketing majors?**

The required core courses for the marketing major are Consumer Behavior (MKT 311), Marketing Research (MKT 312) and Marketing Strategy (MKT 387). Principles of Marketing (MKT 111) is part of the business core and must be taken prior to taking any marketing major core courses. In addition, three marketing elective courses (nine credits) are required for the marketing major.

### **How do I select marketing electives?**

The marketing faculty members have given considerable thought to how electives relate to various marketing careers. Although students can take any collection of three marketing electives, we suggest that they select electives in relation to the career in marketing they wish to pursue. Career tracks include:

#### Marketing Analytics

MKT 325 Consumer Insights through Data Analysis

MKT 326 Marketing Analytics in a Digital Space

#### Marketing Communications

MKT 313 Advertising & Sales Promotion Strategy

MKT 314 Digital and Social Media

#### Sales Management

MKT 330 Professional Selling

MKT 332 Sales Management

#### Retail Management

MKT 327 Retail Marketing

MKT 366 Service Retailing & Marketing

#### Brand Management and Innovation

MKT 347 Strategic Brand Management

MKT 319 Development & Marketing of New Products

We would also recommend that the third elective complement your other electives.

### **In what sequence should I take my courses?**

Principles of Marketing (MKT 111) is a pre-requisite for all other marketing courses and as such should be taken first. Once MKT 111 has been completed, it is a good idea to take Consumer Behavior (MKT 311) and Marketing Research (MKT 312) early in your academic career as these are both pre-requisites for Marketing Strategy (MKT 387).

### **When are different courses offered?**

Principles of Marketing (MKT 111), Consumer Behavior (MKT 311), Marketing Research (MKT 312), Development & Marketing of New Products (MKT 319), Global Marketing Strategies (MKT 320) and Marketing Strategy (MKT 387) are typically offered every Fall and Spring. Please note that the number of sections offered per semester varies. Please realize that our electives are offered based upon faculty availability and expertise and as such it is important to keep flexibility in your academic plan when selecting electives.

## What is MKT 371 Directed Readings?

MKT 371 is used only in very special circumstances. MKT 371 allows for coursework that its not covered in the curriculum, but is based on faculty expertise. A student works closely with a faculty member to design and agree on the scope and nature of the coursework equivalent to a 3 credit course. Given the breadth of courses offered in the curriculum and their match to faculty expertise, it is best to meet with the department chairperson if you are considering MKT 371.

## What is MKT 372?

MKT 372 is a Special Topics course which allows us to offer a variety of courses under a single course number. If taking more than one MKT 372 in your academic program, permission from the department chairperson is needed. Please see the department coordinator.

## Can I receive course credit for internships?

MKT 373 (1 credit) is used for internships. Course registration and related arrangements must be made in advance of the work engagement (Professor Maskulka currently handles all MKT 373 requests). Based on a student's work experience, a sponsoring faculty member shall direct readings, projects, and other assignments—including a “capstone report.” Work experience (at least 80 hours), by itself, is not the basis for academic credit. This course must be taken Pass/Fail and cannot be used to satisfy marketing major requirements. Prerequisites include MKT 111, junior standing, declared marketing major status and department approval. MKT 373 can only be repeated once.

## Are there other ways for me to gain practical experience in marketing?

Yes. Projects with local businesses, both incorporated into courses and as stand-alone experiences, are often available in the department. In addition, we highly recommend students to join the Marketing Club and benefit from networking through our AMA chapter as well as on-campus events.

## What is the Department of Marketing's policy on transfer credit?

The curriculum was developed to integrate material across courses. We believe that it is best to complete all marketing coursework at Lehigh. To allow some flexibility, we allow students to transfer one marketing elective course. Approval of transfer credit is at the discretion of the department chair. Credit will not be transferred from coursework at institutions that are not AACSB or EQUIS accredited or from institutions of equivalent or higher standing compared to Lehigh.

## Does the Department offer a Minor in Marketing?

Yes. A Marketing Minor is available to non-CBE students. The minor consists of MKT 111 (Principles of Marketing) and three other 300-level marketing course (see the Marketing Minor documentation for a full list of eligible courses).

## How do I make the most of my time here at Lehigh?

We strongly recommend that students get involved in Department of Marketing activities as well as join the Marketing Club. Furthermore, please interact with our faculty members. They are interested in your development and career preparation.

# PLACEMENT INFORMATION



## What types of jobs did Lehigh marketing majors secure?

Students secured positions in advertising, consulting, distribution, marketing analytics/marketing research, media & media planning, new product development, sales & sales management, social media, public relations, purchasing, retailing, etc.

## What firms have hired Lehigh Marketing majors?

A wide range of employers have hired Lehigh marketing majors. Recent employers include *Accenture, Bloomingdale's, DDB Worldwide, groupM, IBM, Ingersoll-Rand, BASF, J Crew, L'Oréal, Launchpad, Macy's, Media Mind, Moody's, Neiman Marcus, New York Post, Ogilvy Public Relations Worldwide, Phillips-Van Heusen, Procter & Gamble, Sports Illustrated, Ross Stores, etc.*

## How many marketing majors secured employment?

Approximately 90% secured employment prior to graduation. Given the nature of marketing positions, opportunities mostly occur late in the Spring semester of a student's Senior year.