



Department of Marketing

“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

Frequently Asked Questions

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 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 and Artificial Intelligence 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 319 Innovation & Marketing of New Products

MKT 347 Strategic Brand Management

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 recommended 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), Innovation & Marketing of New Products (MKT 319), Global Marketing (MKT 320) and Marketing Strategy (MKT 387) are typically offered every Fall and Spring. The number of sections offered per semester varies. 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.

Can MKT 387 and either MKT 311 or MKT 312 be taken at the same time?

MKT 311 and MKT 312 are pre-requisites for MKT 387. An academic plan should be developed to ensure that MKT 311 and MKT 312 are completed (with a grade of C– or higher) prior to taking MKT 387.

I would like to study abroad. Can I take my marketing courses in my study abroad program?

We believe that students should take full advantage of their international experience by learning as much about the culture, history, and language of the country in which they are studying. As such, we encourage students not to take marketing courses abroad.

What is MKT 371 Direct 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 expertise of the faculty. 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 chair if you are considering MKT 371.

Does the Department offer a Minor in Marketing?

Yes. A Marketing Minor is available to non-business students. The minor consists of MKT 111 (Principles of Marketing) and three elective 3-credit marketing courses.

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. 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.

What is MKT 372?

MKT 372 is a Special Topics course which allows us to offer a variety of topics under

a single course number. If taking more than one MKT 372 course n your academic program, permission is needed. Please see the department coordinator.

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 gain noted advantages from networking through our AMA chapter, as well as on-campus and virtual 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 (or faculty) not deemed as equivalent or higher standing compared to Lehigh.

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.



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.

