

UNDERGRADUATE MARKETING MINOR

PART OF BUSINESS CORE CURRICULUM

MKT 111 Principles of Marketing

MARKETING CORE CURRICULUM

MKT 311 Consumer Behavior

MKT 312 Marketing Research

MKT 387 Marketing Strategy*

*MKT 311 & MKT 312 are prerequisites for MKT 387.

MARKETING ELECTIVES

MKT 313 Advertising & Sales Promotion Strategy

MKT 314 Digital & Social Media

MKT 319 Innovation & Marketing of New Products

MKT 320 Global Marketing

MKT 325 Consumer Insights through Data Analysis

MKT 326 Marketing Analytics and Artificial
Intelligence in a Digital Space

MKT 327 Retail Marketing

MKT 330 Professional Selling

MKT 332 Sales Management

MKT 347 Strategic Brand Management

MKT 366 Services Marketing and Innovation

MKT 371 Directed Readings

MKT 372 Special Topics

OTHER RECOMMENDED COURSE

MKT 373 Marketing Internship*

*A one credit course which can be taken twice.

OPTIONAL STUDY ABROAD - LEHIGH IN BELGIUM

In partnership with Lehigh's Study Abroad Office, students have the opportunity to study global marketing in Belgium during the summer term. This 4 week, 6 credit program

Lehigh University's Marketing minor provides non-business students an opportunity to pursue a course of study in marketing that will enable them to supplement their major field and widen their career choices. The overall learning objective of the program is to provide the knowledge and skills to make more informed marketing decisions. The Marketing minor consists of 12 credits, MKT 111 and three additional marketing courses.

EXTRA-CURRICULAR ACTIVITIES AND SPECIAL PROGRAMS

- **MARKETING CLUB:** Enables students to explore the field of marketing through professional speaker events, field trips and networking events. Affiliate chapter of the American Marketing Association (AMA).
- **PRACTICUMS, INTERNSHIPS AND EXTERNSHIPS:** Allows students to work on real projects in both profit and non-profit organizations.
- **FASHION SCHOLARSHIP FUND:** An annual case competition for students interested in Fashion & Retailing that awards scholarships for project winners.
- **LAMBDA MU SIGMA:** The Lehigh Marketing Honor Society awards marketing students with high academic achievement who have made contributions to the educational mission of the department.
- **DEPARTMENT EVENTS:** Students can augment their studies and build industry connections through a variety of events including Career Week, guest speakers, mentoring, and corporate visits.



Department of Marketing

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