



Department of Marketing

COLLEGE OF BUSINESS
LEHIGH UNIVERSITY

UNDERGRADUATE MARKETING MINOR

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.

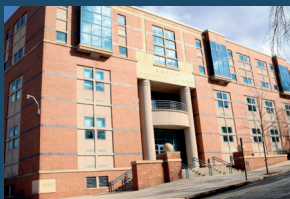
Students can also build a concentration allowing for a deeper understanding of a particular aspect of marketing.

The Marketing Minor consists of 4 courses, MKT 111 and 3 additional electives, for a total of 12 credits .

EXTRA-CURRICULAR ACTIVITIES & PROGRAMS

- **MARKETING CLUB**
- **LEHIGH IN BELGIUM STUDY ABROAD**
- **LAMBDA MU SIGMA HONOR SOCIETY**
- **FASHION SCHOLARSHIP FUND**
- **INTERNSHIPS & EXTERNSHIPS**
- **DEPARTMENT EVENTS**
- **GUEST SPEAKERS**

Apply Here



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Bethlehem, PA 18015
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UNDERGRADUATE MARKETING MINOR

The Marketing Minor curriculum consists of 4 courses, MKT 111 and 3 additional electives, for a total of 12 credits .

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 pre-requisites for MKT 387.

MARKETING ELECTIVES

MKT 313 Advertising & Sales Promotion Strategy

MKT 314 Digital & Social Media

MKT 315 Entertainment Marketing

MKT 319 Innovation & Marketing of New Products

MKT 320 Global Marketing

MKT 325 Consumer Insights through Data Analysis

MKT 326 Marketing Analytics & AI 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 & 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.

*Does not count toward the Marketing Major or Minor.

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 includes MKT 320 and MKT 371.