

MARKETING MINOR

The marketing minor helps students with an overview of the knowledge and skills needed to construct marketing strategies and activities that can be applied in large corporations, small businesses or a retail environment. Students will study topics including marketing basics, product design, social media, advertising, marketing strategy, and digital marketing.

Contact Information

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Requirements

Students must achieve the following program requirements for all courses listed under Program Requirements and Program Required Courses for the Marketing minor.

Program Required Courses

Code	Title	Credits
MKT 2320	Principles of Marketing	4
MKT 3350	Designing Successful Products	4
MKT 3320	Digital Marketing	4
or MKT 3340	Market Promotions: Communicating with Customers	
MKT 3370	Services Marketing	4
MKT 3380	Logistics and Distribution Channels	4
or MKT 3530	Marketing in a Global Environment	
Total Credits		20