

MARKETING, MINOR

Marketing is at the core of many decisions in a company AND it is more than selling goods or services. It is a collection of skills that are useful in any career. No matter what major you have, knowing who your customer is and how to communicate with that business or consumer, to solve their problems, totally depends on marketing. No company can be successful without understanding how to address the wants and needs of their customers and a minor in marketing will help you in that role no matter what job you have.

With a marketing minor, you learn how imperative the 4Ps of marketing (product, price, promotion, and placement/distribution) combine to solve customers' problems with the right product, at the price, using the right incentive, and communication (promotions), at the right place and time.

To access Minor Requirements, please view the Curriculum Guide tab.

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