

# MARKETING MINOR

Department of Business Management (<https://catalog.washcoll.edu/catalog/departments-programs/business-management/>)  
Division of Social Sciences

Students pursuing the Marketing Minor learn that marketing is a creative problem-solving process that begins with recognition of consumers' needs and desires, culminates in the development or improvement of products and services in response, and repeats cyclically to refine consumption outcomes. The Minor also underscores the ethical demands placed on marketing professionals, along with the legal, environmental, organizational, and individual consequences of making ethical marketing decisions. The minor can be combined with the Business Management major for intensive coverage of this field. It can also be taken as a stand-alone minor for students majoring in other disciplines.

The practice of marketing includes analyzing both internal and external influences on the consumer, and understanding and predicting consumer responses to these influences; conducting market research and data analysis to identify appropriate target market segments; developing, improving, and curating brands, products, services, and their ancillary attributes; assessing and developing organizational capacity for production, distribution, and other requirements; effectively communicating and promoting product offerings; and cultivating and maintaining relationships with customers. The range of demands placed on the marketing professional thus necessitates a combination of strong quantitative and analytical proficiencies, along with robust creative and communication skills.

While internships are not required for the minor, they are strongly encouraged. Please contact the director of the Marketing Minor or the chair of the Department of Business Management for information regarding earning academic credit for internships.

## Student Opportunities

### American Marketing Association Student Chapter

Students declaring the Marketing Minor are invited to participate in the student chapter of the American Marketing Association (AMA), which provides a variety of opportunities and experiences, including speakers, networking, real-life case-based competitions and more. Participation requires student membership in the American Marketing Association. Please see [ama.org](http://ama.org) (<http://ama.org>) for more information or speak to the director of the Minor.

### Alpha Mu Alpha Honorary

Alpha Mu Alpha, the national marketing honorary, recognizes qualified undergraduate students for their outstanding scholastic achievement in the area of marketing. Graduating students who have

1. declared and met the requirements of the Marketing minor and
2. who have achieved an overall GPA of at least 3.25 as of the semester prior to graduation will be invited to join.

## Marketing Minor Requirements

Code	Title	Credits	Notes
<b>Required Courses</b>		<b>20</b>	
ECN 112	Principles of Microeconomics		
BUS 109	Managerial Statistics		
or ECN 215	Data Analysis I		
or MAT 109	Statistical Inference & Data Analysis I		
or PSY 209	Statistics & Research Design I with Lab		
BUS 111	Principles of Marketing		
BUS 323	Consumer Behavior		
BUS 325	Marketing Research Methods		
<b>Select 2 Courses From Below (at least 1 must be BUS):</b>		<b>8</b>	
BUS 224	Digital Marketing		
BUS 294	Special Topics (will vary by semester)		
BUS 351	Advertising		
BUS 352	International Marketing		
BUS 394	Special Topics (will vary by semester)		
BUS 497	Independent Study (with permission of the Director of the minor)		
ART 251			

ART 291	Introductory Video & New Media Studio	_____
CMS 205	Persuasion: The User Experience	_____
CMS 220	Global Media & Technology	_____
PSY 221	Social Psychology	_____
<b>Total Credits</b>		<b>28</b>

With the prior permission of the Marketing Minor Director or the Business Management, Department Chair relevant special topic courses from other WC subjects or courses taken at study-abroad partners may also be applied to the minor.

Caroline Le Bon, Director

## Major

- Business Management Major (<https://catalog.washcoll.edu/catalog/departments-programs/business-management/business-management-major/>)

## Minor

- Accounting Minor (<https://catalog.washcoll.edu/catalog/departments-programs/business-management/accounting-minor/>)
- Arts Management Entrepreneurship Minor (<https://catalog.washcoll.edu/catalog/interdisciplinary/arts-management-entrepreneurship-minor/>)
- Business Management Minor (<https://catalog.washcoll.edu/catalog/departments-programs/business-management/business-management-minor/>)
- Data Analytics Minor (<https://catalog.washcoll.edu/catalog/interdisciplinary/data-analytics-minor/>)
- Entrepreneurship Minor (<https://catalog.washcoll.edu/catalog/departments-programs/business-management/entrepreneurship-minor/>)
- Finance Minor (<https://catalog.washcoll.edu/catalog/departments-programs/business-management/finance-minor/>)
- Information Systems Minor (<https://catalog.washcoll.edu/catalog/interdisciplinary/information-systems-minor/>)
- International Business Minor (<https://catalog.washcoll.edu/catalog/departments-programs/business-management/international-business-minor/>)
- Marketing Minor (p. 1)

## Certificate

- Secondary Education Certification Program (<https://catalog.washcoll.edu/catalog/departments-programs/education/secondary-education-certification-program/>)