

MARKETING, MINOR (413)

Program Coordinator

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The marketing minor provides an attractive complement to many traditional liberal arts majors. Combinations of marketing with foreign language, agriculture, advertising, the performing arts, sports, health care and hospitality services, fashion retailing and others would broaden and strengthen career options. Marketing has a role in any occupational field that involves consumers and the choices which they make.

Program Requirements (24-27 hours)

Students who are business majors must take 15 hours of marketing courses beyond MKT 220. The minor requires 24 to 27 semester hours, at least 6 hours must be unduplicated from courses counted in the Gordon Ford College of Business major. MATH 123 or any calculus class or have a Math ACT of at least 26 or a Math SAT of at least 610 and SOCL 100 or PSY 100 / PSYS 100 are recommended as background courses before beginning the minor though they are not a part of the minor program. The MATH and SOCL / PSY / PSYS courses may be applied to Colonnade requirements.

Code	Title	Hours
ACCT 110	Accounting for Decision Makers	3
or ACCT 220	Principles of Financial Accounting	
or FIN 161	Personal Finance	
ECON 202	Principles of Economics (Micro)	3
or ECON 203	Principles of Economics (Macro)	
ECON 206	Statistics (or equivalent)	3
MKT 220	Basic Marketing Concepts	3
MKT 321	Consumer Behavior	3
Select 9-12 hours of upper-level MKT electives ¹		9-12
Total Hours		24-27

¹ 12 hours of upper-level MKT electives for business majors

Marketing minors must earn a "C" or better in all Marketing classes (MKT prefix) used as a part of the minor on the degree program. Transfer marketing classes with a grade of less than a "C" will not count towards the marketing minor. More detailed information is available from the Department of Marketing.