



Minor in Marketing



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Program Description

The academic minor in marketing will provide students with the knowledge and skills necessary to effectively market businesses, organizations, teams, and events. This minor emphasizes marketing principles and techniques that are essential in today's digital age.

Students will learn the basic principles of marketing, including market research, segmentation, targeting, positioning, and consumer behavior. In addition, this minor covers essential areas of marketing such as digital media, social media, and brand management.

Students will learn how to develop and manage a strong brand by creating brand identities, developing brand messaging, and maintaining a strong brand across all marketing channels. Students will also develop the skills to create and manage social media campaigns, develop content that resonates with consumers, and measure the success of their social media efforts.

Students will also explore the unique challenges of marketing within the sport industry, such as managing fan expectations, building fan loyalty, and leveraging the emotional connections that fans have with their favorite teams.

Upon completing this minor, students will gain a solid foundation in marketing principles and techniques that are relevant to a variety of industries, including sport. Graduates will be well-equipped to pursue careers in marketing, social media, brand management, and sport management.

PROGRAM GOALS

1. Develop an understanding of marketing principles and how they apply within various industries.
2. Learn how to conduct marketing research, analyze data, and identify target markets for teams, businesses, and organizations.
3. Develop skills in creating and managing effective marketing campaigns that promote organizations, teams, and events.
4. Learn how to leverage social media platforms to engage fans and build a strong online presence for a business or organization.
5. Prepare students for careers in marketing, social media, brand management, and sport management; and provide them with the knowledge and skills to succeed in those fields.

PROGRAM OUTCOMES

1. Students will be able to develop and implement effective marketing strategies for organizations, teams, and events using principles of market research, segmentation, targeting, and positioning.
2. Students will be able to create and manage a strong brand by developing brand identities and messaging that resonates with fans and stakeholders.
3. Students will be able to leverage social media platforms to engage consumers and build a strong online presence for organizations.
4. Students will be able to critically evaluate the ethical considerations in marketing and develop marketing campaigns that align with ethical standards and best practices.
5. Students will be able to apply marketing principles and techniques in real-world contexts and demonstrate the knowledge and skills necessary for success in a marketing-related field.

COURSES

The minor in marketing requires 12 hours (4 courses). Courses in the marketing minor may include the following:

- [MKT 200 Principles of Marketing](#)
- [MKT 240 Consumer Behavior](#)
- [COM 240 Digital Media](#)
- [MKT 340 Marketing Research](#)

Course Descriptions

MKT 200 Principles of Marketing: This course covers the fundamental principles and techniques of marketing. Students will learn how marketers deliver value in satisfying customer needs and wants, determine which target markets the organization can best serve, and decide upon appropriate products, services, and programs to serve these markets.

MKT 240 Consumer Behavior: An essential component of marketing is understanding consumer behavior. This course provides an overview of fundamental consumer behavior concepts and the interrelated dynamics between consumer behavior and marketing strategies. The course examines the influences affecting purchasing behavior of individuals as consumers, which contribute towards successful marketing management.

COM 240 Digital Media: Digital marketing is continuously evolving. It has become an essential component of an organization's marketing strategy. This course helps students develop a systematic understanding of digital marketing by learning concepts and tools whose applicability will endure even as specific technologies and implementation procedures change.

MKT 340 Marketing Research: This course emphasizes the use of research to develop marketing strategies and assist marketing personnel in making prudent marketing decisions. The course covers an examination of market research. Topics in this course include types of research by technique or function, stages in the research process, survey research methods, data collection methods, and data analysis.