Marketing, Minor

The marketing minor is aimed at non–D'Amore-McKim students who wish to complement their current studies with a focus on marketing. In the marketing minor, students can select among courses that explore topics such as consumer behavior, advertising, services marketing, marketing analytics, and international marketing. Pursuing a marketing minor offers Northeastern students an opportunity to gain a deeper appreciation of consumers, markets, metrics, and brands to help them become better business practitioners no matter where their careers take them.

Minor Requirements

Complete all courses listed below unless otherwise indicated. Also complete any corequisite labs, recitations, clinicals, or tools courses where specified.

Note: Students in D'Amore-McKim or in a combined program with D'Amore McKim are not allowed to take this minor.

Required Courses

Code	Title	Hours
MKTG 2201	Introduction to Marketing	4
or MKTG 2209	Introduction to Marketing	

Electives

Code	Title	Hours
Complete three of the following:		12
MKTG 2301	Marketing and Society	
MKTG 2602	Quantitative Analysis of Consumer Data	
MKTG 2720	Enabling Technologies for Consumer Engagement	
MKTG 3301	Marketing Management	
MKTG 3401	Marketing Research	
MKTG 3402	Gaining Insights from Consumer Data	
MKTG 3501	Marketing Analytics	
MKTG 3720	Brand Management	
MKTG 4120	Undergraduate Research Practicum in Marketing	
MKTG 4420	Sales Management	
MKTG 4720	Understanding the Platform Economy	
MKTG 4502	Managing Customer Engagement in a Service World	
MKTG 4504	Advertising and Brand Promotion	
MKTG 4506	Consumer Behavior	
MKTG 4508	Digital Marketing	
MKTG 4510	New Product Development	
MKTG 4512	International Marketing	
MKTG 4520	Business-to-Business Marketing	

GPA Requirement

Minimum 2.000 GPA required in all courses completed