

Marketing Minor

Program Description

In its role as the "central function of business" (P. Drucker), a Marketing Minor fits nicely with anyone pursuing a degree in another area of business. Marketing also serves as a complement to many non-business degrees for individuals expecting to own their own practices or businesses.

Note: Marketing Majors may NOT earn a Marketing Minor.



This program is a part of the Michael J. Coles College of Business.

Admission, Enrollment, and Graduation Policies

Admission Requirements

This program does not have specific admission requirements and only admission to Kennesaw State University is required. For more information, please visit the Admissions section of the catalog.

Graduation Requirements

Each student is expected to meet the requirements outlined in the Academic Policies: 5.0 PROGRAM REQUIREMENTS & GRADUATION.

Program Course Requirements

Required Courses (6 credit hours)

- MKTG 3100: Principles of Marketing
- MKTG 3150: Consumer Behavior

Elective Courses (9 Credit Hours)

Choose three other 3000–4000-level MKTG courses except MKTG 3396, MKTG 3398, and MKTG 4990

Program Total (15 Credit Hours)*

***Note:** Professional Sales Majors cannot use courses being counted toward a Marketing Minor as Business Electives, because your Business Electives cannot have a MKTG prefix.