

MARKETING, MINOR

Program Overview

The Weatherhead School of Management offers a minor in marketing that provides a broad overview of marketing. The minor is available to all undergraduate students at CWRU.

For more information, review the Weatherhead School of Management marketing program website or contact the Marketing Academic Representative.

Undergraduate Policies

For undergraduate policies and procedures, please review the Undergraduate Academics section of the General Bulletin.

Program Requirements

Code	Title	Credit Hours
Required Course:		
MKMR 201	Marketing Management	3
<i>Choose three of the following:</i>		9
MKMR 304	Brand Management	
MKMR 308	Measuring Marketing Performance	
MKMR 310	Marketing Analytics	
MKMR 311	Customer Relationship Management	
MKMR 312	Selling and Sales Management	
MKMR 348	Strategic Internet Marketing	
<i>Choose one of the following:</i>		3
ANTH 102	Being Human: An Introduction to Social and Cultural Anthropology	
ENTP 301	Entrepreneurial Strategy	
PSCL 315	Social Psychology	
Total Credit Hours		15