MARKETING, MINOR

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

Career Paths

A minor in Marketing can be pursued by students in most Penn State degree programs. Penn State Behrend has a comprehensive support system to help you identify and achieve your goals for college and beyond. Meet with your academic adviser often and take advantage of the services offered by the Academic and Career Planning Center beginning in your first semester.

Careers

A minor in Marketing can make you a more competitive job candidate by demonstrating familiarity with marketing research, analytics, and consumer behavior issues.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES WITH A MINOR IN MARKETING (https://behrend.psu.edu/school-of-business/academic-programs/marketing/minor/)

Opportunities for Graduate Studies

Adding a specialized minor such as Marketing to a primary major program demonstrates to graduate programs your commitment to interdisciplinary thinking.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (https://behrend.psu.edu/school-of-business/academic-programs/marketing/minor/)