

# Marketing



WASHINGTON  
& JEFFERSON  
COLLEGE

Marketing, available as a minor and a major emphasis within the Department of Business, offers an opportunity for students to explore the area of marketing, including **consumer behavior, market research and international marketing**, in preparation for entry-level marketing positions in business and not-for-profit organizations.

## Minor Requirements

- Principles of Microeconomics (ECN 101)
- Introductory Statistics (MTH 125)
- Business, Entrepreneurship, and Society (BUS 101)
- Principles of Marketing (BUS 307)
- Consumer Behavior (BUS 308)
- Marketing Research (BUS 309) or International Marketing (BUS 311)

## Emphasis Requirements

In addition to completing the requirements of the business administration major, the following courses:

- Consumer Behavior (BUS 308)
- Marketing Research (BUS 309)
- International Marketing (BUS 311)

*The business (BUS) courses taken to satisfy the requirements of the emphasis may also be used to satisfy the elective courses required by the major.*

## Department Chair

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Program Website  
[washjeff.edu/marketing](http://washjeff.edu/marketing)