

SPECIAL EVENTS MARKETING MINOR

The minor in Special Events Marketing provides students with specialized knowledge and a broad background in marketing that will prepare them for careers in special events marketing and planning. The minor is open to non- marketing majors in Lubin as well as to Dyson majors and other non-business students.

Minor Requirements

Code	Title	Credits
Required Courses		
MAR 201	Principles of Marketing	3
MAR 221	Advertising Strategy & Creative	3
MAR 342	Public Relations	3
MAR 363	Special Events Marketing for Arts, Entertainment and Sports	3
Marketing Elective		
Select one of the following: ¹		3
MAR 222	Marketing Research	
MAR 343	Direct Marketing	
MAR 349	Strategic Digital Marketing	
MAR 394	Marketing Internship	
Total Credits		15

¹ The courses listed below are recommended. Other marketing courses may be taken to satisfy this requirement.