Welcome to the Department of Marketing at Lehigh University. The following Q&A is based upon the most frequent questions asked by those interested in marketing. I hope this helps to answer those questions you may have. If not, please feel to stop by to see me.

- Dr. David A. Griffith, Chair, Department of Marketing

What marketing classes are required for Marketing Majors?
The Marketing Major required core courses are Consumer Behavior (MKT 311), Marketing Research (MKT 312) and Marketing Strategy (MKT 387). Principles of Marketing (MKT 111) is part of the business core and must be taken prior to taking any marketing major core courses. In addition, three, 3-credit marketing electives (nine credits) are required for the Marketing Major (electives can be taken immediately after taking MKT 111).

How do I select marketing electives?
The marketing faculty worked to align our electives to various marketing careers. Although students can take any collection of three, 3-credit marketing electives, we suggest that they select electives in relation to the career in marketing they wish to pursue. Career tracks include:

- Marketing Analytics
  - MKT 325 Consumer Insights through Data Analysis
  - MKT 326 Marketing Analytics in a Digital Space

- Marketing Communications
  - MKT 313 Advertising & Sales Promotion Strategy
  - MKT 314 Digital and Social Media

- Sales Management
  - MKT 330 Professional Selling
  - MKT 332 Sales Management

- Retail Management
  - MKT 327 Retail Marketing
  - MKT 366 Services Retailing & Marketing

- Brand Management and Innovation
  - MKT 347 Strategic Brand Management
  - MKT 319 Development & Marketing of New Products

We recommend that the third elective complement selected track electives.

In what sequence should I take my courses?
Principles of Marketing (MKT 111) is a pre-requisite for all other marketing courses. Once MKT 111 has been completed, it is recommended that a student take Consumer Behavior (MKT 311) and Marketing Research (MKT 312). While MKT 311 and MKT 312 are pre-requisites for Marketing Strategy (MKT 387), once you have taken MKT 111 you can take your marketing electives. The C– rule applies for all pre-requisites.

When are different courses offered?
Principles of Marketing (MKT 111), Consumer Behavior (MKT 311), Marketing Research (MKT 312), Development & Marketing of New Products (MKT 319), Global Marketing (MKT 320) and Marketing Strategy (MKT 387) are typically offered every Fall and Spring semester. Please note that the number of sections offered per semester varies. For example, we typically offer two sections of Consumer Behavior in the Fall and only one section in the Spring whereas we offer one section of Marketing Strategy in the Fall and two sections in the Spring.

Fall electives typically include Advertising & Sales Promotion Strategy (MKT 313), Consumer Insights through Data Analysis (MKT 325), Retail Marketing (MKT 327), Professional Selling (MKT 330) and Strategic Brand Management (MKT 347). Spring electives typically include Digital and Social Media (MKT 314), Marketing Analytics in a Digital Space (MKT 326), Sales Management (MKT 332) and Services Retailing & Marketing (MKT 366).

Please realize that electives are offered based upon faculty availability and expertise. As such, it is important to be flexible, as the timing of offerings is subject to change.
Can MKT 387 and either MKT 311 or MKT 312 be taken at the same time? MKT 311 and MKT 312 are pre-requisites for MKT 387. Please develop your academic plan to ensure that MKT 311 and MKT 312 are completed (with a grade of C– or higher) prior to taking MKT 387.

What is MKT 371 Direct Readings? MKT 371 is used only in very special circumstances. MKT 371 allows for coursework that its not covered in the curriculum, but is an expertise of the faculty. A student works closely with a faculty member to design and agree on the scope and nature of the coursework equivalent to a 3 credit course. Given the breadth of courses offered in the curriculum and their match to faculty expertise, it is best to meet with the department chair if you are considering MKT 371.

What is MKT 372? MKT 372 is a Special Topics course which allows us to offer courses under a single course number. If taking more than one MKT 372 in your academic program, permission is needed. Please see the department coordinator.

Can I receive course credit for internships? MKT 373 (1 credit) is used for internships. Course registration and related arrangements must be made in advance of the internship (Professor Maskulka currently handles all MKT 373 requests). Based on a student’s work experience, a sponsoring faculty member shall direct readings, projects, and other assignments—including a “capstone report.” Work experience (at least 80 hours), by itself, is not the basis for academic credit. This course must be taken Pass/Fail and cannot be used to satisfy Marketing Major requirements. Prerequisites include MKT 111, junior standing, declared Marketing Major status and department approval. MKT 373 can be repeated once.

Are there other ways for me to gain practical experience in marketing? Yes. Projects with local businesses, both incorporated into courses and as stand-alone experiences, are often available. In addition, we highly recommend students join the Marketing Club and gain noted advantages in networking through our AMA chapter, as well as on-campus events.

I would like to study abroad. Can I take my marketing courses in my study abroad program? We believe that students should take full advantage of their international experience by learning as much about the culture, history and language of the country in which they are studying. As such, we encourage students not to take marketing courses abroad.

What is the Department of Marketing’s policy on transfer credit? The curriculum was developed to integrate material across courses. We believe that it is best to engage all marketing coursework at Lehigh. To allow some flexibility, we allow students to transfer one marketing elective course. Approval of transfer credit is at the discretion of the Department Chair. Credit will not be transferred from coursework at institutions that are not AACSB or EQUIS accredited or from institutions (or faculty) not deemed as equivalent to Lehigh University.

Does the Department offer a Minor in Marketing? Yes. A Marketing Minor is available to non-CBE students. The minor consists of MKT 111 (Principles of Marketing) and three other 300-level marketing course (see the Marketing Minor documentation for a list of eligible courses, as not all 300-level courses apply to the Marketing Minor). Applications are due in January.

How do I make the most of my time here at Lehigh? Get involved! The Department of Marketing offers numerous activities to launch your career. We also strongly advise that you join and participate in Lehigh’s Marketing Club.

What types of jobs did Lehigh marketing majors secure? Students secured positions in advertising, consulting, distribution, marketing analytics/marketing research, media & media planning, new product development, sales & sales management, social media, public relations, purchasing, retailing, etc.

What firms have hired Lehigh Marketing majors? A wide range of employers have hired Lehigh Marketing Majors. (e.g., Accenture, Bloomingdale’s, DDB Worldwide, groupM, IBM, Ingersoll-Rand, L’Oréal, Launchpad, Macy’s, Media Mind, Moody’s, Neiman Marcus, Ogilvy Public Relations Worldwide, Phillips-Van Heusen, Procter & Gamble, Ross Stores).

How many marketing majors secured employment? The placement rate of Marketing Majors is consistent with the University (i.e., greater than 90% securing employment prior to, or shortly after, graduation). Given the nature of marketing positions, opportunities mostly occur late in the Spring semester of a student’s Senior year.