



Central to Promotion.

Central's Minor in Marketing provides students with enhanced skills and in-depth knowledge in marketing. The program helps students develop proficiency in branding and social media marketing while enhancing graduates career readiness through an understanding of their main academic focus and the business world.

Program Features

- 18-credit program
- Small class sizes
- Diverse faculty possess PhDs from top universities and have extensive research and teaching experience
- Faculty committed to offering world class learning opportunities and helping every student succeed



DID YOU KNOW?

The Connecticut Department of Labor projects a 23.9% job growth in marketing research and marketing specialist occupations, a 10.8% increase in advertising and promotions managers, and a 12.4% increase in marketing managers.



What You'll Gain

- Understanding of how to apply marketing theories to a student's major
- Ability to demonstrate comprehension of marketing communications processes
- Tools to prepare and deliver effective business documents, including creative briefs
- Skills to integrate marketing knowledge into other work fields
- Capacity to identify appropriate issues for action when faced with a marketing problem or opportunity
- Ability to gather, interpret and integrate data and information from across sources to make recommendations to key marketing stakeholders

Curriculum

Required (18 credits)

- **MKT 295:** Fundamentals of Marketing
- **MKT 305:** Consumer Behavior
- **MKT 306:** Advertising and Promotion
- **MKT 350:** Social Media Marketing
- **MKT 360:** Brand Marketing
- **MKT 460:** Marketing Strategy and Plan

Program Contact

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ABOUT CENTRAL:

Central Connecticut State University is the largest university within the Connecticut State Colleges and Universities system. Founded in 1849, Central is also the state's oldest publicly funded university. Our campus is located in New Britain, Connecticut. Central is accredited by the New England Commission of Higher Education (NECHE).

