

Integrated Marketing Techniques

Official Program Checksheet

Why Choose an Integrated Marketing Techniques Minor?

Integrated Marketing is a management concept designed to integrate all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing. The goal of integrated marketing is to create and sustain an overall brand that is consistent and targeted to select markets. The integrated marketing field has grown significantly and marketing organizations are requiring employees to have knowledge in all aspects tactics and techniques. The Integrated Marketing Techniques Minor provides this knowledge base while allowing students to specialize in their area of interest. The completion of this minor provides a firm academic basis for additional advanced courses in the discipline.

Career Opportunities

Professionals in the field of Integrated Marketing work to maximize the impact and efficiency of marketing strategies. As the national and global economies develop, companies will use integrated marketing more and more to differentiate themselves from competition and position themselves with key publics. People with knowledge and experience in integrated marketing are in high demand and this field is projected to be an area of growth for the future.

Admissions Requirements

Any person who is admitted to a Ferris State University Bachelor's degree program is welcome to obtain this minor.

Graduation Requirements

You will receive the Integrated Marketing Techniques minor upon graduation with a baccalaureate degree, and after completion of the requirements for the minor with a minimum 2.0 grade point average in the Integrated Marketing Techniques courses.

No more than 50% of the credits in this minor may be transferred from another institution. A maximum of 1/3 of the credits, but not more than 7 credits in a minor may overlap with the student's major.

More Information

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