

MARKETING, CONCENTRATION

The marketing curriculum involves analysis of the ways business firms plan, organize, administer, and control their resources to achieve marketing objectives. Through proper selection of courses, a student may prepare for a career in general marketing management, promotion management, personal selling and sales management, marketing research, channels management, and/or retail management.

Learning Objectives for the Marketing Concentration

Upon completion of a concentration in marketing, students will be able to do the following:

- Conduct and present a comprehensive consumer behavior audit.
- Analyze a company's existing product, determine its positioning in the marketplace, and develop a marketing mix strategy reflective of its positioning.
- Prepare and defend a marketing plan for a company by integrating appropriate concepts and methods.
- Develop a marketing research plan and defend its procedural soundness.
- Demonstrate an understanding of the stages of the sales process and the way these stages are implemented.
- Demonstrate an understanding of the global marketplace and how to design marketing strategies that are appropriate for various cultures and countries.

Degree Requirements

The following courses are required for the marketing concentration:

| Code | Title | Hours |
|--|---------------------------|-----------|
| BU 362 | Marketing Research | 3 |
| BU 364 | Consumer Behavior | 3 |
| BU 471 | Marketing Management | 3 |
| Select three additional hours from the following: | | 3 |
| BU 361 | Principles of Retailing | |
| BU 363 | Promotion | |
| BU 366 | Sales | |
| BU 368 | International Marketing | |
| BU 369 | Entrepreneurial Marketing | |
| BU 371 | Digital Marketing | |
| BU 473 | Marketing Channels | |
| Graded upper-division elective hours in accounting, business, business data analytics, or economics ¹ | | 12 |
| Total Hours | | 24 |

¹ AC 499 Internship In Accounting and BU 499 Internship in Business do not count towards this requirement and can only be used as general electives.