

# MARKETING, CONCENTRATION

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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		12
<b>Total Hours</b>		<b>24</b>