

Marketing

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The Business and Management minor in Marketing helps to prepare students for careers in the fields of brand management, advertising, marketing research, and new product development.

Students successfully completing this minor will be qualified to interpret and understand strategic marketing plans, articulate the financial and market impacts associated with implementing those plans, and apply and utilize statistical decision-making theory and market research data. Students will use marketing simulations, case studies, and real-world projects to create a challenging experiential learning environment using contemporary marketing concepts from the top marketing thought-leaders of today.

Goals:

- Understand the marketing process and its role in the profitable growth of a firm.
- Learn how to develop and translate marketing plans into executable marketing actions.
- Develop critical thinking skills for solving marketing problems in business situations.

Outcomes:

- Practice marketing from the perspective of the marketing team of a major consumer products firm.
- Apply the key concepts of marketing strategy development in a realistic simulation environment.
- Brand positioning and product design to execute a strategic marketing plan the success of which will be measured by sales revenue, net profit and the return on marketing investment.
- Understand how consumers make decisions regarding the purchase and use of products and services.
- Understand the social-psychological basis of the consumer's decision process and the internal and external factors that influence this process.
- Understand how consumer behavior is used in the development of marketing strategies.
- Understand the principles behind marketing communications and how to develop the key components of an integrated messaging strategy.
- Understand the purpose of traditional and digital communication media, when to use them and in what combination, to effectively achieve marketing and communication objectives.
- Be able to think critically in the evaluation of marketing problems for drawing sound conclusions about what actions company management needs to take based on insights from the research findings.
- Develop your ability to define marketing problems, translate them into research objectives and testable hypotheses using the appropriate research methodology and statistical analyses, and present your recommendations to management.

Careers for this Minor:

- Sales
- Marketing Associate
- Public Relations Coordinator
- Consulting
- Social Media
- Advertising
- Market research
- Communications

Minor

Marketing Minor Curriculum Map 2018-2019 Catalog

- Students seeking a minor in Marketing must obtain the approval of the School Director
- Must complete 6 courses with a grade of C or higher.

MG 314	Marketing Management	3
MG 416	Advanced Marketing	3
MG 441	Integrated Marketing Communications	3
PY 211	Introduction to Psychology	3
Select Two of the Following:		6
AC 441	Cost Accounting	3
MG 319	International Dimensions of Business	3
MG 426	Marketing Research	3
MG 448	Small Business Strategies	3
MG 450	Internship in Management	3
Total Cr.		18