

Bachelor of Business Administration with a Major in Marketing

Courses in marketing enable students to (1) define marketing opportunities; (2) plan and carry out marketing strategies; (3) manage sales and salespeople; and (4) engage in professional sales activities. The marketing program prepares individuals for challenging careers in both profit and non-profit organizations.

Selected Educational Outcomes

Marketing majors will be able to demonstrate knowledge of

1. marketing strategy as it relates to market selection, product development and management, supply chain management, integrated marketing communication, and pricing;
2. current consumer behavior theories as they relate to the evaluation, selection, and consumption of products and services;
3. the tools needed to conduct a small-scale marketing research study;
4. the major factors affecting the development of a marketing strategy when it is to be implemented globally.

Assessment of the educational outcomes for the marketing major is primarily the responsibility of the marketing faculty. A variety of methods are used to assess the learning outcomes, including examinations, quizzes, oral presentations, written assignments, and projects. The faculty use the assessment results to continuously review and improve the marketing curriculum.

Requirements for the B.B.A. with a Major in Marketing

Core Curriculum	60
Core Areas A-E (See VSU Core Curriculum)	42
Area F Requirements ¹	
BUSA 2201 & BUSA 2106	Fundamentals of Computer Applications and The Environment of Business 6
ECON 2105 & ECON 2106	Principles of Macroeconomics and Principles of Microeconomics 6
ACCT 2101 & ACCT 2102	Principles of Accounting I and Principles of Accounting II 6
Senior College Curriculum	60
Required Senior College Core ¹	12
BUSA 2000	Introduction to Business
BUSA 2100	Applied Business Statistics
ENGL 2010	Writing in the Professions
FIN 3350	Financial Management
MGNT 3250	Management and Organization Behavior
MKTG 3050	Introduction to Marketing
BUSA 4900	Business Policy
Marketing electives ¹	
Any 3000- or 4000-level MKTG courses	12
Business electives ¹	
Any 3000- or 4000-level ACCT, BUSA, ECON, FIN, HCAD, IB, MGNT, or MKTG courses not required or selected above	9
General Electives	
At least 6 hours must be non-business courses	9
Total hours required for the degree	120

¹ The grade in each of these courses must be a "C" or better.