

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) ¹		42
Area F Requirements ¹		18
BUSA 1105	Introduction to Business	
BUSA 2201 & BUSA 2106	Fundamentals of Computer Applications and The Environment of Business	
ECON 2106	Principles of Microeconomics	
ACCT 2101 & ACCT 2102	Principles of Accounting I and Principles of Accounting II	
Marketing Major Curriculum		60
Senior College Curriculum ²		21
BUSA 2100	Applied Business Statistics	3
BUSA 3100	Business Analytics	3
FIN 3350	Financial Management	3
MGNT 3250	Management and Organization Behavior	3
MKTG 3050	Introduction to Marketing	3
International Option		3
Select one of the following:		
ECON 3600	International Economics	
FIN 3650	Multinational Corporate Finance	
IB 3000	Introduction to International Business	
MGNT 4800	International Management	
MKTG 4680	International Marketing	
BUSA 2999	Career Development	0
BUSA 3999	Experiential Learning	0
BUSA 4900	Business Policy	3
Required Marketing Core ²		9
MKTG 3620	Consumer Behavior	3
MKTG 3650	Marketing Research	3
MKTG 4900	Strategic Planning	3
Marketing Electives ²		12

Any 3000- or 4000-level MKTG courses not selected above. Any student not taking MKTG 4680 for the International Option must take it as a Marketing elective.

Business electives ² 9

Any 3000- or 4000-level ACCT, BUSA, ECON, FIN, HCAD, IB, MGNT, or MKTG courses not required or selected above

General Electives 9

Electives may consist of business and/or non-business courses.

Total hours required for the degree 120

- ¹ If ECON 2105 is taken in Area E, the grade must be a "C" or better.
- ² The grade in each of these courses must be a "C" or better.
- ³ If PERS 2799 Personal Finance is not taken in Area B, it must be taken as a General Elective.
If ECON 2105 is not taken in Area E, it must be taken as a General Elective, and the grade must be a "C" or better.