

B.S. in Marketing (College of Business)

The goals of the Marketing curriculum are:

1. To assist marketing majors in obtaining an understanding of the marketing process including the role of marketing in business, analysis of marketing opportunities, investigation and selection of target markets, development of marketing strategies, planning of marketing tactics, and implementation and control of marketing effort.
2. To assist marketing majors to develop and hone skills in oral and written communication, analytical (and computer-assisted) decision-making, critical thinking and problem solving, and social interaction (group/team-building; leadership).
3. To assist marketing majors to integrate theory and practice into a common body of knowledge so as to provide for flexibility and mobility in marketing careers.
4. To enable interested marketing majors to focus/concentrate in narrow areas related to such career tracks as professional selling/sales management, advertising/promotion/direct marketing, retailing/distribution and services marketing.
5. To provide all students (majors and non-majors alike) with an understanding of the fundamental concepts, theories, tools, and tactics of marketing.
6. To provide the highest quality educational experiences which contribute to society's need for
 - Well-rounded, educated young adults;
 - Educated new professionals in the various (entry level) fields associates with marketing; and
 - Tomorrow's leaders in marketing management and related areas of professional specialization.