

# COLLEGE OF BUSINESS

## Marketing

**Professor:** Jason Little

**Associate Professor:** Mack Bean

**Lecturers:** Robert McGeough, Kent Whitman

**A Bachelor of Science degree is offered in Marketing for online and traditional students.**

**A minor is offered in Marketing.**

## Mission and Learning Outcomes of the Marketing Program

The mission of the Marketing program is to develop the knowledge and skills necessary for graduates to effectively develop, price, promote and distribute earth-friendly, world-class quality products/services that satisfy the needs and wants of consumers and organizations.

The program has the following intended learning outcomes:

- Students will analyze the internal and external environment, including global and ethical perspectives, via appropriate information sources when making marketing decisions.
- Students will distinguish how to develop, distribute, price, and promote quality products that integrate sustainable business practices.
- Students will distinguish consumer and organizational buyer behavior.
- Students will demonstrate effective business writing skills.

Students are provided opportunities throughout the program to apply learning outcomes to real world experiences such as internships, the Small Business Advisory Group, Enactus, and other experiential learning situations.

### Major Requirements for Online Students

In addition to all graduation requirements and College Core Requirements, the following courses must be completed successfully:

MK214 Consumer Behavior

MK333 Marketing Research

MK350 E-commerce

MK474 Marketing Management for a Green Economy

MK\_\_ Marketing Elective\*

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\*From MK304, MK317, MK335, MK360, MK365, MK299/399/499, AD370, DMD330, MN342, SR310

### Major Requirements for Traditional Students

In addition to all degree requirements and College Core Requirements, the following courses must be completed successfully:

MK214 Consumer Behavior

MK333 Marketing Research

MK350 E-commerce

MK390 Internship in Marketing or

MK395 Advanced Internship or

MK495 Senior Independent Project

MK474 Marketing Management for a Green Economy

MK\_\_ Marketing Elective\*

MK\_\_ Marketing Elective\*

MK\_\_ Marketing Elective\*

\*From MK304, MK317, MK335, MK360, MK365, MK299/399/499, AD370, DMD330, MN342, SR310

### Minor Requirements

A minor is offered to both business and non-business majors. The minor in Marketing requires completion of the following courses:  
 CIT140 Electronic Spreadsheets  
 MK201 Principles of Marketing  
 MK214 Consumer Behavior  
 MK474 Marketing Management for Green Economy  
 MK\_\_ Marketing Elective\*  
 MK\_\_ Marketing Elective\*

\*From MK304, MK317, MK333, MK335, MK350, MK360, MK365, MK390, MK299/399/499, AD 370, DMD330, MN342, SR310

### Recommended Curriculum Guide - Marketing

<b>First Year</b>					
<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
AC101	Principles of Accounting I	3	AC102	Principles of Accounting II	3
CIT140	Electronic Spreadsheets	3	ET102	Principles of Microeconomics	3
ET101	Principles of Macroeconomics	3	_____	GLE Elective	3
GLE101	First-Year Inquiry Seminar	3	_____	GLE Elective	3
GLE110	First-Year Composition	3	_____	GLE Elective	3
	Total	15		Total	15
<b>Second Year</b>					
<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
BA213	Business Law	3	MN201	Principles of Management	3
FM224	Principles of Financial Management	3	MT260	Statistics	3
MK201	Principles of Marketing	3	MK214	Consumer Behavior	3
_____	GLE Lab Science I	4	_____	GLE Lab Science II	4
_____	GLE Elective	3	GLE230	Second-Year Composition	3
	Total	16		Total	16
<b>Third Year</b>					
<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
IB364	International Business	3	MK350	E-commerce	3
MK333	Marketing Research	3	_____	Marketing Elective	3

MN321	Organizational Behavior	3	_____	Marketing Elective	3
_____	GLE Elective	3	_____	Marketing Elective	3
_____	GLE Elective	3	_____	Elective	3
	Total	15		Total	15

**Fourth Year**

<i>Fall Semester</i>		<i>Credits</i>	<i>Spring Semester</i>		<i>Credits</i>
MK390	Internship in Marketing <i>or</i>	3	BA471	Business Strategy and Ethics	3
MK395	Advanced Internship in Marketing <i>or</i>		MK474	Marketing Management for a Green Economy	3
MK495	Senior Independent Research Project		_____	Elective	3
_____	Marketing Elective	3	_____	Elective	3
_____	Elective	3	_____	Elective	1
_____	Elective	3			
_____	Elective	3		Total	13
	Total	15		<b>Total Credits</b>	<b>120</b>

**Program Courses**