Description/Objective:
The Marketing Department is committed to fostering excellence in marketing education through progressive curriculum development and the application of state-of-the-art technology. Students who pursue an education in marketing will develop an understanding of the processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Career Opportunities
There are a number of different types of possible careers in Marketing. Some students are good with communication and people go into sales, while others who are more quantitatively oriented go into market research or market analysis. Still others who are more creative pursue careers in advertising or promotion. Many of our students also go into business management.

High School Background
A well rounded high school background is good preparation for pursuing studies in marketing. Students should have a solid background in writing and speaking communication as well as math. Computer literacy is also an advantage.

Marketing Courses Approved for General Education:

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<tr>
<td>U Studies-Contemporary Cit/Democratic Institutions</td>
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<td>Marketing in a Global Society</td>
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Department Programs:
B.S. Major: Marketing – no minor required
B.A. Minor: Marketing

Declaring a Marketing Major:
College of Business Admissions Policy

Admission to the College of Business (COB) for College of Business BS majors and minors is required before students may enroll in 300- and 400-level classes. Students must meet the following specific requirements:

1. 30 or more earned credits at the time of application.
2. Cumulative GPA of 2.5.
3. Completion of the following courses with a minimum of a "C":
   - ENG 111
   - ECON 201
   - MATH 110 or Higher±
   - CMST 191
   - ACCT 211
   - ECON 222 or STAT 210±

**The best way to keep up to date with Marketing is to check their website.**