

MARKETING (BSBA)

Degree Requirements

Marketing Concentrations

Two concentrations are available within the Marketing major: Marketing Management and Professional Sales. The Marketing Department also manages the International Business major and Supply Chain Management major.

Marketing Management Concentration

The Marketing Management Concentration prepares students for entry-level positions in sales and sales management, supply chain management, retailing, advertising, and market research.

To graduate, students complete a minimum of 122 semester hours with an overall institution grade-point average (GPA) of 2.0 (38 hours of general education requirements and 84 hours of business courses). In addition, a grade of at least C is required in each of the Basic Business Techniques courses and a 2.0 GPA is required in the 300-level business core courses, and a 2.0 GPA is required for all courses counted in the Marketing major.

Professional Sales Concentration

Professional selling is one of the most rewarding career fields in business. Few careers allow for the flexibility, financial rewards, personal satisfaction and overall sense of achievement enjoyed by sales professionals. A high percentage of marketing and business graduates identify the sales field as a career of choice upon graduation.

In globally-competitive organizations, sales professionals are increasingly responsible for market growth, value creation, customer relationship management, branding, and communication of product, service, and organizational benefits. The sales function is the engine that propels every aspect of the organization.

After completing the sales concentration, students are competitively positioned for jobs in a cross-section of firms across the globe. Specifically, you can 'market' yourself to organizations as having some degree of proficiency in relationship selling, buyer behavior, value creation and delivery, prospecting, sales call planning, presenting the core sales message, communications skills, negotiating win/win solutions, customer relationship management, management of high-impact sales teams, and understanding of sales force performance. These skill sets are among the most widely sought of any among successful professional marketers.

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