

Marketing

Marketing is the functional area of business that deals with the creation, communication and delivery of value to customers. As a **marketing major** students study the core application of identifying market needs, evaluate buying behaviors, and develop strategies for successful product introduction. Major elective courses allow students to tailor the program to their individual interests and strengths while focusing on the latest trends in this fast-paced industry. Emphasis is placed on developing effective communication, creative, analytical and problem solving skills. Students use their marketing knowledge and skills in decision making situations with the goal of developing effective solutions. Internships are encouraged.

Career opportunities for students earning a marketing degree include sales, product, category and brand management, retail operations, merchandising, marketing research, creative promotion and marketing communications campaign development, event planning and analytical database management.

This degree prepares students, for example, to: think critically by conducting appropriate research to assess marketing problems, identify market needs and evaluate buying behaviors; identify the link between Mount Mercy University's mission and the study of the discipline; and design and implement effective results-producing marketing plans.

See the Graduate section (<http://catalog.mtmercy.edu/archives/2014-15/graduateprograms>) of this *Catalog* for more information on Graduate programs offered at Mount Mercy.

Core Business Requirements for all business majors

BA 203	Principles Of Law	3
BA 250	Technology & Communication In Business	3
BA 270	Business Statistics	3
BA 379	Financial Management	3
BA 435	Senior Sem - Business	3
or BA 436	Applied Business Strategy	
BC 265	Principles Of Accounting I	3
BC 266	Principles Of Accounting II	3
BN 204	Principles Of Management	3
BK 208	Principles Of Marketing	3
EC 251	Macroeconomics Principles	3
EC 252	Microeconomic Principles	3
Select one of the following:		3
MA 130	Finite Mathematics	
MA 132	Basic Mathematical Modeling	
MA 139	Pre-Calculus	
MA 142	Mathematics Modeling	
MA 160	Business Calculus	
MA 164	Calculus I (Required for Actuarial Science Majors)	
Total Hours		36

Marketing Major (Core requirements plus 18 additional semester hours)

BK 310	Consumer Behavior	3
BK 321	Market Research	3
BK 431	Marketing Management	3
Select three of the following (two of which must be BK):		9
BK 300	Advertising and Creative Campaign Strategies	
BK 301	Product, Brand and Category Management	
BK 305	Professional Selling	
BK 311	International Marketing	
BK 331	Retail Management	
BK 340	Contemporary Topics In Marketing	
BK 421	Marketing Internship	
BN 377	Project Management ¹	
AR 120	Visual Technology	
AR 130	Graphic Design I	
CO 130	Basic Media Grammar for Professional Writing	
CS 101	Using Computers in Research Settings	
EN 123	Professional Writing	
Total Hours		18

¹ Can NOT double count for the management or human resource management major.

Academic Requirements for the Marketing Major

All marketing majors must achieve a minimum grade of C- in all marketing courses required for the major (BK 208 Principles Of Marketing , BK 310 Consumer Behavior, BK 321 Market Research ,BK 431 Marketing Management and the three required electives.) This applies to equivalent courses transferred from other institutions.