

# 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, evaluating buying behaviors, and developing 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, data analysis and problem solving skills. Students use their marketing knowledge and skills in decision making situations with the goal of developing effective solutions. Internships are highly encouraged and may apply to major credit requirements.

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

This degree prepares students to: think critically by conducting appropriate research to assess marketing problems, identify market needs and evaluate buying behaviors; design and implement effective results-producing marketing plans; enter the workforce with practical and marketable skill sets.

See the Graduate section (<http://catalog.mtmercy.edu/graduateprograms/>) of this *Catalog* for more information on Graduate programs offered at Mount Mercy. Juniors and seniors *may* be eligible to take up to 13 graduate-level credits through the MMU Plus program.

## CORE REQUIREMENTS FOR ALL BUSINESS MAJORS

### Required:

BA 203	Principles of Law	3
BA 250	Technology & Communication In Business	3
BA 270	Business Statistics	3
or MA 135	Basic Statistics	
BA 379	Financial Management	3
BA 435	Senior Seminar in Business	3
or BA 436	Business Strategy Seminar	
BC 265	Principles Of Accounting I	3
BC 266	Principles Of Accounting II	3
BK 208	Principles Of Marketing	3
BN 204	Principles Of Management	3
EC 251	Macroeconomics Principles	3
EC 252	Microeconomic Principles	3

### Choose One of the Following: 3

MA 130	Finite Mathematics	
MA 132	Basic Mathematical Modeling	
MA 139	Pre-Calculus	
MA 164	Calculus I (Required for Actuarial Science Majors)	

### Internship - use course number which corresponds to your major: 3

BA 425	Finance Internship	
BC 425	Accounting Internship	
BK 421	Marketing Internship	

BN 424	Management Internship
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GS 424	Experiential Learning
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The internship credits used for the business core CANNOT double count as a major elective.

**Total Hours 39**

## MARKETING MAJOR (CORE REQUIREMENTS PLUS 18 ADDITIONAL SEMESTER HOURS):

**Business Core 39**

### Required:

BK 305	Professional Selling	3
BK 310	Consumer Behavior	3
BK 321	Market Research	3
BK 345	Digital Marketing, Advertising, and Social Media	3
BK 431	Marketing Management	3

### Choose One of the Following: 3

AR 120	Visual Technology	
AR 130	Graphic Design I	
BK 300	Advertising and Creative Campaign Strategies	
BK 301	Product, Brand and Category Management	
BK 331	Retail Management	
BK 335	Tradeshow and Event Planning	
BK 340	Contemporary Topics In Marketing	
BK 421	Marketing Internship	
BN 377	Project Management <sup>1</sup>	
BN 382	Corporate Social Responsibility	
CO 130	Basic Media Grammar for Professional Writing	
CO 260	Intercultural Communication	
CS 101	Using Computers in Research Settings	
EN 123	Professional Writing	

**Total Hours 57**

<sup>1</sup> Cannot 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 305 Professional Selling, BK 310 Consumer Behavior, BK 321 Market Research, BK 345 Digital Marketing, Advertising, and Social Media, BK 431 Marketing Management and the required elective.) This applies to equivalent courses transferred from other institutions.

**See Academic Requirements** for all business department majors and minors found in the Business Administration (<http://catalog.mtmercy.edu/curriculum/businessadministration/>) section of the *Catalog*.

## MARKETING Minor

### Required:

BK 208	Principles Of Marketing <sup>1</sup>	3
BK 305	Professional Selling	3

BK 310	Consumer Behavior	3
BK 321	Market Research	3
BK 345	Digital Marketing, Advertising, and Social Media	3
<b>Total Hours</b>		<b>15</b>

<sup>1</sup> BK 208 Principles Of Marketing can be waived with special permission from the curriculum coordinator.

## Academic Requirements for the Marketing Minor

All marketing minors must achieve a minimum grade of C- in all marketing courses required for the minor (BK 208 Principles Of Marketing, BK 305 Professional Selling, BK 310 Consumer Behavior, BK 321 Market Research and BK 345 Digital Marketing, Advertising, and Social Media. ) This applies to equivalent courses transferred from other institutions.

**See Academic Requirements** for all business department majors and minors found in the Business Administration (<http://catalog.mtmercy.edu/curriculum/businessadministration/>) section of the *Catalog*.

The following is the typical sequence of courses required for the major\*:

### Freshman

Fall	Hours	Winter	Hours	Spring	Hours
MA 130 (or higher)		3 Holistic Health Domain		3 BK 208	3
Writing Competency	4			BN 204	3
CO 101	3			Historical Roots Domain	3
Portal	3			Self and Society Domain	3
				Elective	3
<b>13</b>		<b>3</b>		<b>15</b>	

### Sophomore

Fall	Hours	Winter	Hours	Spring	Hours
BA 250		3 Elective		3 BC 266	3
BC 265	3			BA 203	3
BA 270	3			EC 251	3
Philosophy Domain	3			Literature Domain	3
Fine Arts Domain	3			BK 345	3
<b>15</b>		<b>3</b>		<b>15</b>	

### Junior

Fall	Hours	Winter	Hours	Spring	Hours
BK 305		3 Elective		3 BA 379	3
BK 310	3			Marketing Elective	3
EC 252	3			Religious Studies Domain	3

Natural World Domain	4	Elective	3
		Elective	3
<b>13</b>		<b>3</b>	<b>15</b>

### Senior

Fall	Hours	Winter	Hours	Spring	Hours
BK 321		3 Elective		3 BK 431	3
Marketing Elective	3			BA 435	3
Global Awareness Domain	3			ME 450	1
BK 421	3			Elective	3
				Elective	3
<b>12</b>		<b>3</b>		<b>13</b>	

### Total Hours: 123

*Note: Elective courses could be used for a second major, a minor, a course of interest, internship or study abroad experience.*

*Note: See the Curriculum section (<http://catalog.mtmercy.edu/curriculum/#corecurriculumtext>) for more information on Portal, Competency, Domain, and Capstone courses.*

## \*Disclaimer

The course offerings, requirements, and policies of Mount Mercy University are under continual examination and revision. This *Catalog* presents the offerings, requirements, and policies in effect at the time of publication and in no way guarantees that the offerings, requirements, and policies will not change.

This plan of study represents a typical sequence of courses required for this major. It may not be applicable to every student. Students should contact a department faculty member to be sure of appropriate course sequence.

## Courses

### BK 208 Principles Of Marketing: 3 semester hours

As a general introduction to the ever expanding field of marketing, students study how professionals anticipate consumer needs that guide the organization to develop appropriate strategies. Examining how marketers add value to a company, students will learn that a thorough analysis of the marketing environment includes anticipating and evaluating buyer behaviors while helping the firm recognize key marketing decision areas to develop successful strategies.

### BK 300 Advertising and Creative Campaign Strategies: 3 semester hours

This course examines advertising and marketing communications as a creative process. Exploration of mass mediums and interpersonal communication processes and the role they play in an integrated marketing communications program is critical to developing one clear unified voice and image. The study of creative application and its implementation across a continually evolving spectrum is explored. Prerequisite: BK 208. Offered spring semesters.

**BK 301 Product, Brand and Category Management: 3 semester hours**

This course evaluates the role of the product manager from new product idea generation, to product research and development, to market need assessment, to the role and implementation of test marketing, while evaluating product success and/or failure through the stages of introduction, growth, maturity, and decline. An in-depth study of branding strategy and its role in product and service sales is examined along with the growth and importance of category management. Prerequisite: BK 208.

**BK 305 Professional Selling: 3 semester hours**

This course is designed to provide students with a basic understanding of the selling function and its vital role in organizations. Students will learn that a systematic approach to satisfying customer needs and solving problems is the goal to achieve mutually beneficial long-term partnerships. Exposure to a variety of sales professionals and the environments in which they exist helps students understand the challenges found in this wide ranging field. Prerequisite: BK 208. Offered spring semesters.

**BK 310 Consumer Behavior: 3 semester hours**

This course examines the theoretical and applied dimensions of consumer behavior and how these principles impact marketing strategy. A comprehensive study of the consumer decision-making process and the variables that affect it including memory, learning, perception, lifestyles, culture, groups and attitudes is explored. Additional emphasis is placed on the application of consumer behavioral concepts and their impact on marketing decision-making. Pre-requisite: BK 208. Offered fall semesters.

**BK 321 Market Research: 3 semester hours**

This course examines marketing research methodology and the function of gathering information as a management tool to aid decision-making. Included is the study of primary and secondary data sources, focus groups, surveys, experiments, and observations. The course also addresses the problems inherent in sampling, data collection, analysis, and the preparation of comprehensive reporting. Prerequisites: BK 208 and BA 270, and senior standing. Offered fall semesters.

**BK 331 Retail Management: 3 semester hours**

This course studies the important economic aspects of retail business and its vital role in the distribution of goods and services. Emphasis is placed on strategy, planning and development for a retail operation. As alternative purchasing opportunities continue to emerge, success is largely dependent on sound marketing, selling, and customer service principles. Prerequisites: BK 208 and BC 265.

**BK 335 Tradeshow and Event Planning: 3 semester hours**

As professional marketing managers, a company's tradeshow strategy is a significant investment which includes the development of booth design and timely orchestration of events surrounding an industry show. Successful pre and post-show activities include the hiring/management of all booth personnel, promotional item acquisition, creative service execution, traffic flow management, lead generation and timely follow-up actions. Event planning is a vital role in which we are often required to coordinate every facet of an event from transportation to lodging and travel accommodations to entertainment for various participant groups. In addition, marketers today are often tasked with the planning and implementation of all manner of specialized events, from sales conferences to awards dinners, dealer/supplier functions, incentive-based endeavors, and holiday parties. Activities in this area include venue, food, and beverage selection for corporate parties and institutional events. Both functions are largely considered sales-based in nature. Pre-requisite: BK 208.

**BK 340 Contemporary Topics In Marketing: 3 semester hours**

This course includes an examination of major issues or topics in business specific to the study of marketing. Course content and subtitle will vary and are reflective of current trends found in the discipline. Topics include Big Data, Social Media and Analytics; and Mad Men. Prerequisite: BK 208.

**BK 345 Digital Marketing, Advertising, and Social Media: 3 semester hours**

This course is designed to help you understand how marketing has (and has not) changed due to the rise of digital platforms and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in the digital/social/mobile marketing world so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. Students will: Gain experience with digital marketing, digital advertising, and social media, Gain relevant knowledge, perspectives and practical skills. Develop digital marketing strategies and analyze data, Get familiar with KPIs and measuring ROI, Evaluate current trends and best practices in the ever-changing digital age. Prerequisite: (Any one of the following) BK 208, BK 321, BK 300 and/or BK 310. Offered fall semesters.

**BK 378 Sports Marketing and Promotion: 3 semester hours**

This course focuses on building a foundation of sports marketing through print and social media channels. Additional topics include integrating a marketing plan including market research, corporate sponsorships/partnerships, team branding and advertisements. Students will also examine the impact of customer/fan acquisition and retention in the form of customer focused programming and analytics to drive marketing. Prerequisite: BK 208. Offered spring semesters.

**BK 421 Marketing Internship: 3 semester hours**

Students may take advantage of internship opportunities to broaden their educational experience and gain professionalism in the evolving field of marketing. These opportunities include off-campus placement with marketing professionals. Partnered with an on-campus instructor, and the on-site professional, candidates apply theory learned in the classroom to real world experience. A maximum of six credit hours will be allowed with one credit earned for every 40 hours of on-site experience. Prerequisite: BK 208.

***BK 431 Marketing Management: 3 semester hours***

This course focuses on the major decisions facing marketing managers when developing a marketing plan and carrying out the marketing process inside organizations. These decisions include researching and analyzing market opportunities, identifying and selecting target markets, and developing sound marketing strategies. An experience-based opportunity requiring tactical and strategic decision-making enables students to directly apply theory learned in the classroom to a real-world opportunity. Prerequisites BA 250, BK 208, BK 310, BK 321, senior standing and should follow BK 321. Offered spring semesters.