

# BILL & VIEVE GORE SCHOOL OF BUSINESS

## MARKETING

### Faculty

- Brian Jorgensen
- Michael Keene (Chair)

### Program Goals

Students can complete a Bachelor of Science degree or a Bachelor of Arts degree in Marketing. The Marketing major is designed to prepare students to deliver marketing results in a variety of organizations. The major will ensure that students (1) understand the field of marketing and (2) master the fundamental marketing principles and tools necessary to assure success as marketers. Students completing majors in Marketing can:

- Analyze the competitive environment and the firm's positioning to develop successful advertising campaigns.
- Demonstrate effective selling skills.
- Use a variety of quantitative and qualitative market research methods for marketing decision-making.
- Prepare a successful marketing plan for changing environments.

### Program Requirements

To fulfill the requirements for the Marketing major, students must complete the courses outlined below. Students must maintain a minimum 2.3 GPA in business program coursework. Students are also required to complete the ETS Major Field Test in Business before they are eligible to graduate. Exceptions may be considered by program chair when relocation or other conditions make completion of the test impractical.

Students must meet the university-wide graduation requirements in addition to the Marketing major:

- WCore or Honors College requirements
- 30 upper division hours
- 124 total hours

### Undergraduate Business Core

Students in all business majors, including marketing, complete a common undergraduate core designed to develop skills in all functional areas of business.

There are two components to the common undergraduate core: the lower-division requirements, and the upper-division requirements. Since many of the lower-division core requirements are prerequisites for upper-division core requirements, students should work to complete lower-division courses early in their programs. Upper-division core requirements should be taken when prerequisites are met. Prerequisites are noted in the table below.

Requirement Description	Credit Hours	Prerequisites
<b>I. Core Lower Division Courses</b>	<b>25</b>	
ACCT 213 Financial Accounting	3	BUSI 101A/B/C
BUSI 101A Business Fundamentals I: Communicating	3	
BUSI 101B Business Fundamentals I: Calculating	3	MATH 101 or above
BUSI 101C Business Fundamentals I: Company Lab	0	
BUSI 200 Applied Business Math and Modeling	3	BUSI 101A/B/C
BUSI 225 Business Law and Ethics	3	BUSI 101A/B/C
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
ECON 263 Elementary Microeconomics	3	MATH 101 or above
DATA 220 Modern Statistics	4	
<b>II. Core Upper Division Courses</b>	<b>23-25</b>	
ACCT 313 Managerial Accounting	3	ACCT 213
BUSI 300 Information Technology	3	BUSI 200
BUSI 350 Business Fundamentals II: Integrative Core. The ETS exam is administered in BUSI 350. Learn more about ETS.	2	ACCT 313; BUSI 225, 300; DATA 150 or 220; ECON 263; FINC 300; MGMT 305, MGMT 309; MKTG 300.

Requirement Description	Credit Hours	Prerequisites
BUSI 440 or BUSI 441 or BUSI 442 Business Fundamentals III: Internship or Business Practicum or Business Portfolio  Transfer students must complete a min. of 15 Westminster credit hours or obtain permission of instructor prior to completing an internship for credit. All business majors are required to complete BUSI 440 or BUSI 441 or BUSI 442.	1-8 2-4 2	BUSI 350, junior or senior standing, and signed approval from the Practice/ Exp Director.
FINC 300 Business Finance	3	BUSI 200 and ACCT 213
MGMT 305 Principles of Management	4	BUSI 101A/B/C
MGMT 309 Operations Management	3	BUSI 200
MKTG 300 Principles of Marketing	3	BUSI 101A/B/C
<b>Total Hours for the Marketing Core Courses</b>	<b>48-50</b>	

## Bachelor of Science in Marketing

Requirement Description	Credit Hours	Prerequisites
<b>I. Undergraduate Business Core</b>	<b>48-50</b>	
Please refer to Undergraduate Business Core for requirements.		
<b>II. Major Requirements</b>	<b>12</b>	
MKTG 303 Professional Selling	4	MKTG 300
MKTG 428 Advertising	4	MKTG 303
MKTG 435 Marketing Research and Planning	4	MKTG 300 and DATA 150 or 220; senior standing
<b>III. Electives</b>	<b>8</b>	
Choose eight hours of elective coursework from the following:  COMM 326 Introduction to Web Writing and Design MGMT 400 Global Business Strategy  MKTG 305 Entrepreneurial Marketing -- not available as an elective for Entrepreneurship minors  MKTG 412 Special Topics in Marketing MKTG 420 Consumer Behavior  Or other upper division electives as approved by advisor	4 4  2 1-4 4	MGMT 305 or MKTG 300  MKTG 300
<b>IV. Senior Capstone</b>	<b>4</b>	
MKTG 490 Senior Seminar in Marketing	4	MKTG 428
<b>B.S. Marketing Program</b>	<b>72-74</b>	

## Bachelor of Arts in Marketing

Requirement Description	Credit Hours	Prerequisites
<b>I. Undergraduate Business Core</b>	<b>48-50</b>	
Please refer to Undergraduate Business Core for requirements.		
<b>II. Bachelor of Arts Requirements</b>	<b>12</b>	
<p>Students completing the Bachelor of Arts option (B.A.) must complete either:</p> <p>a. A declared academic minor other than a Business minor (Economics, Entrepreneurship, and Sports Management cannot be used) or</p> <p>b. <b>Twelve</b> credit hours of a single world language; or</p> <p>c. <b>Eight</b> credit hours of a single world language, and either:</p> <ul style="list-style-type: none"> <li>• <b>Four</b> credit hours of a Westminster May term study/cultural international experience, or</li> <li>• <b>Four</b> credits of an international study tour transferred from an accredited college or university.</li> </ul> <p>See World Language Requirement for equivalencies, AP and CLEP credit policy.</p>		
<b>III. Upper Division Required Courses</b>	<b>12</b>	
MKTG 303 Professional Selling	4	MKTG 300
MKTG 428 Advertising	4	MKTG 303
MKTG 435 Marketing Research and Planning	4	MKTG 300 and DATA 150 or 220; senior standing
<b>IV. Electives</b>	<b>4</b>	
COMM 326 Introduction to Web Writing and Design	4	MGMT 305 or MKTG 300
MGMT 400 Global Business Strategy	4	
MKTG 305 Entrepreneurial Marketing -- not available as an elective for Entrepreneurship minors	2	MKTG 300
MKTG 412 Special Topics in Marketing	1-4	
MKTG 420 Consumer Behavior	4	
Or other upper division electives as approved by advisor		
<b>V. Senior Capstone</b>	<b>4</b>	
MKTG 490 Senior Seminar in Marketing	4	MKTG 428
<b>Total Hours for the B.A. Marketing Program</b>	<b>80-82</b>	

## Recommended Plan of Study

### Starting Business as a First-Year Student

	Fall Semester	Spring Semester
Year 1	BUSI 101A BUSI 101B BUSI 101C DATA 220 WCore 1	ACCT 213 BUSI 200 BUSI 225 WCore 2
Year 2	ECON 253 MGMT 305 WCore 3 WCore 4	ACCT 313 ECON 263 MKTG 300 WCore 5
Year 3	BUSI 300 FINC 300 MGMT 309 WCore 6 (B.S.) Language I (B.A.)	BUSI 350 MKTG 303 MKTG Elective (B.S.) Language II (B.A.)
Year 4	MKTG 428 MKTG Elective WCore 6 (B.A.) Language III (B.A.)	MKTG 435 MKTG 490 BUSI 440, 441, or 442 WCore Engaging the World

**Starting Business as a Sophomore**

	Fall Semester	Spring Semester
Year 1	WCore 1 WCore 2 WCore 3	WCore 4 WCore 5 WCore 6
Year 2	BUSI 101A BUSI 101B BUSI 101C ACCT 213 DATA 220 ECON 253	ACCT 313 BUSI 200 BUSI 225 ECON 263 MKTG 300
Year 3	BUSI 300 FINC 300 MGMT 305 MGMT 309 Language I (B.A.)	BUSI 350 MKTG 303 MKTG Elective (B.S.) Language II (B.A.)
Year 4	MKTG 428 MKTG Elective Language III (B.A.)	BUSI 440, 441, or 442 MKTG 435 MKTG 490 WCore Engaging the World