

MARKETING

*SPECIALIZATION IN THE BACHELOR OF
SCIENCE IN BUSINESS ADMINISTRATION*

CAREER OPPORTUNITIES:

Marketing – a total system of business activities designed to plan, price, promote and distribute products and services to consumers, businesses and other organizational buyers. Career opportunities in marketing are extensive and diverse and include:

- Advertising & Promotion
- E-commerce
- Marketing Research
- Product Management
- Retail Management
- Customer Service
- Not-for-Profit Marketing
- Physical Distribution
- Professional Selling
- Services Marketing

STUDENT ORGANIZATIONS:

- **Bowling Green Collegiate Chapter of the American Marketing Association (BGAMA)** – world's largest and most comprehensive professional society of marketers. - named BGSU's outstanding student organization in 2006-2007; Advisor: Dr. Earl Boatwright, 372-4080

CURRICULUM:

One of the key objectives of the Marketing program is to prepare students for marketing-related positions in industry and other organizations.

In addition to BSBA core courses, students in Marketing take courses in:

- Consumer Behavior
- Marketing Research
- Marketing Management

Plus 4 courses from a list of marketing electives.

SPECIAL HIGHLIGHTS:

- Over \$28,000 in department scholarships
- Average 2006-07 BGSU co-op hourly wage for marketing students was \$9.80.
- Marketing ranks very high when comparing salaries with other professions.
- Marketing is one of the largest specialization in the BSBA in terms of student numbers.
- Specializing in Marketing does not limit you to one career path but rather it opens many paths.
- Approximately 23% of BGSU Marketing graduates plan to pursue a master's degree.
- Check out our website at **www.business.bgsu.edu/mkt/**.

Check out the College of Business Administration website at www.business.bgsu.edu
Department of Marketing
Dr. Greg Rich, Chair
234 BA
(419) 372-2041

MARKETING – 21 Hours

A specialization in the
Bachelor of Science in Business Administration

Students must meet the specialization requirements in effect at the time of their admission to the BSBA degree program.

The specific requirements for the **Marketing** specialization are as follows:

<u>Courses</u>	<u>Course Name</u>	<u>Credit Hours</u>
MKT 302	Consumer Behavior	(3)
MKT 320	Marketing Research	(3)
MKT 460	Marketing Management	(3)

Plus **four** of the following courses:

MKT 350	Business-to-Business Marketing	(3)
MKT 400	Topics in Marketing	(1-3)
MKT 405	Services Marketing	(3)
MKT 410	Marketing Communication and Promotion	(3)
MKT 412	Advertising Management	(3)
MKT 415	Managing the Service Experience	(3)
MKT 416	Servicescape Design	(3)
MKT 421	Advanced Marketing Research	(3)
MKT 425	Creativity in Marketing	(3)
MKT 430	Retail Management	(3)
MKT 435	Marketing on the Internet	(3)
MKT 440	Professional Selling	(3)
MKT 442	Sales Management	(3)
MKT 445	Product Planning	(3)
MKT 455	International Marketing	(3)

Or, 3 courses from the above list of Marketing electives and 1 course from: BA 310, GEOG 312, GEOG 325, IPC 303, JOUR 341, MGMT 330, PSYC 311, SOC 301, SOC 371, TCOM 366.

A grade of "C" or better must be earned in each course taken for the Marketing specialization.

Students must meet prerequisites in effect at the time of course enrollment. Check course prerequisites at <http://webapps.bgsu.edu/courses/search.php>.

Notes:

- Students must achieve a grade of "C" or better in MKT 301 in order to enroll in advanced Marketing courses and must meet all other course prerequisites.
- Students must achieve a "C" or better in MKT 302 and MKT 320 and be admitted to the BSBA program in order to enroll in MKT 460.

Students are responsible for meeting all requirements for the BSBA including specialization requirements.