

# MARKETING

## Bachelor of Business Administration

Marketing provides channels for companies to engage with customers, vendors, other stakeholders, and even competitors. Students learn digital marketing, consumer behavior, marketing research, and the technical skills required to succeed in today's business environment. Marketers must know every aspect of a business and work with a wide variety of individuals to create, communicate, promote, and deliver products and services that enhance customer expectations. Marketing is a perfect career for creative people who embrace critical thinking and love a fast-paced, collaborative environment.

As a marketing major at the Wright School of Business (WSOB), you might choose to create content for campus media sites or develop content as an intern in local marketing companies or businesses. These experiences will build a strong resume of knowledge and skills for your marketing career. Marketing graduates are ready to move directly into lucrative sales or marketing training programs which are always in demand.

The Bachelor of Business Administration in Marketing degree is designed to give graduates a solid foundation in preparation for careers in marketing, professional sales, digital media, marketing management, sales marketing, marketing research, social media marketing, and promotion for jobs including Public Relations Manager, Retail Analyst, Account Manager, Project Manager, Media Planner, Business Development Manager, Event Manager, an Advertising Manager, Brand Manager, Marketing Manager, Sales Trainer, Social Media Analyst, and Marketing Researcher.

The program's focus is developing marketing professionals who are knowledgeable about global as well as emerging marketing trends.

### Area A: Essential Skills

ENGL 1101	English Composition I	3
ENGL 1102	English Composition II	3
Choose one MATH: *		3
MATH 1101	Intro to Mathematical Modeling	
or MATH 1111	College Algebra	
or MATH 1113	Precalculus Mathematics	

### Area B: Institutional Options

Beginning Fall 2022, incoming (entering) students with 29 hours or fewer college credits will take only a Perspectives course for their one-hour Area B credit.

COMM 1110	Fundamentals of Speech *	3
One of the following electives:		1
ENGL 1105	Intro to Greek Mythology	
ENGL 1110	Creative Writing	
GEOL 1000	Natural Hazards	
HIST 1050	Appalachian Hist-Special Topic	
HIST 1051	Sports Hist & Amer Character	
HLTH 1030	Health and Wellness Concepts	
HUMN 1000	Mystery Fiction in Pop Culture	
HUMN 1300	Christian Fiction/Pop Culture	
SOCI 1000	Race and Ethnicity in America	
PRSP Elective (See advisor)		

### Area C: Humanities/Fine Arts

Choose one to two ENGL course(s): 3-6

ENGL 2000	Topics in Literature & Culture
ENGL 2111	World Literature I
ENGL 2112	World Literature II
ENGL 2120	British Literature I
ENGL 2121	British Literature II
ENGL 2130	American Literature I
ENGL 2131	American Literature II
ENGL 2201	Intro to Film as Literature

If only one ENGL course chosen, add one of the following: 0-3

ARTS 1100	Art Appreciation
HUMN 1201	Expressions of Culture I
HUMN 1202	Expressions of Culture II
MUSC 1100	Music Appreciation
MUSC 1110	World Music
MUSC 1120	American Music
THEA 1100	Theatre Appreciation

### Area D: Science/Mathematics/Technology

Eight Credit Hours of Lab Science Electives: 8

ASTR 1010 & 1010L	Astronomy of the Solar System and Astronomy of Solar Sys. Lab
ASTR 1020 & 1020L	Stellar and Galactic Astronomy and Stellar & Galac. Astronomy Lab
BIOL 1105K	Environmental Studies
BIOL 1107K	Principles of Biology I
BIOL 1108K	Principles of Biology II
BIOL 1203K	Botany
BIOL 1224K	Principles of Entomology
CHEM 1151K	Survey of Chemistry
CHEM 1211K	Principles of Chemistry I
CHEM 1212K	Principles of Chemistry II
GEOL 1121K	Principles of Geology
GEOL 1122K	Historical Geology
GEOL 1131K	Geology & the Environment
PHYS 1111K	Introductory Physics I
PHYS 1112K	Introductory Physics II
PHYS 2211K	Principles of Physics I
PHYS 2212K	Principles of Physics II

One of the following electives: 3-4

ASTR 1010	Astronomy of the Solar System
ASTR 1020	Stellar and Galactic Astronomy
BIOL 1105K	Environmental Studies
BIOL 1107K	Principles of Biology I
BIOL 1108K	Principles of Biology II
BIOL 1203K	Botany
BIOL 1224K	Principles of Entomology
CHEM 1151K	Survey of Chemistry
CHEM 1211K	Principles of Chemistry I
CHEM 1212K	Principles of Chemistry II
CMPS 1301	Principles of Programming I
CMPS 1302	Principles of Programming II

DATA 1501	Introduction to Data Science	
GEOL 1110	Environmental Hazards	
GEOL 1121K	Principles of Geology	
GEOL 1122K	Historical Geology	
GEOL 1131K	Geology & the Environment	
MATH 1113	Precalculus Mathematics	
MATH 1401	Elementary Statistics	
MATH 2181	Applied Calculus	
MATH 2253	Calculus and Analytic Geom I	
MATH 2254	Calculus and Analytic Geom II	
PHYS 1111K	Introductory Physics I	
PHYS 1112K	Introductory Physics II	
PHYS 2211K	Principles of Physics I	
PHYS 2212K	Principles of Physics II	

**Area E: Social Sciences**

HIST 2111	United States History to 1877	3
or HIST 2112	United States Hist since 1877	
POLS 1101	American Government	3
ECON 2105	Principles of Macroeconomics *	3
One of the following electives:		3
ANTH 1103	Intro to Cultural Anthropology	
GEOG 1100	Introduction to Geography	
GEOG 1101	Intro to Human Geography	
GEOG 1111	Intro to Physical Geography	
HIST 1111	World Civilization to 1500 CE	
HIST 1112	World Civilization since 1500	
HIST 2111	United States History to 1877	
HIST 2112	United States Hist since 1877	
PHIL 1103	Intro to World Religions	
PHIL 2010	Intro to Philosophical Issues	
PHIL 2020	Logic and Critical Thinking	
POLS 2101	Intro to Political Science	
POLS 2201	State and Local Government	
POLS 2301	Comparative Politics	
POLS 2401	International Relations	
PSYC 1101	Introduction to Psychology	
PSYC 2101	Psychology of Adjustment	
PSYC 2103	Human Development	
SOCI 1101	Introduction to Sociology	
SOCI 1160	Social Problems	

**Area F: Major Related \***

ACCT 2101	Principles of Accounting I	3
ACCT 2102	Principles of Accounting II	3
BUSA 2106	The Environment of Business	3
BUSA 2201	Fundamentals of Computer Appli	3
BUSA 2850	Business Statistics	3
ECON 2106	Principles of Microeconomics	3

**Business Core\***

BUSA 3060	Business Law	3
BUSA 3301	Business Communications	3
BUSA 3351	International Business	3
BUSA 3531	Data Cleaning & Visualization	3

BUSA 3701	Prof Development Seminar	1
FINC 3056	Principles of Finance	3
LSCM 3251	Principles of Supply Chain Mng	3
MARK 3010	Principles of Marketing	3
MGIS 3351	Principles Mgmt Info Systems	3
MNGT 3051	Principles of Management	3

**Marketing Core\***

BUSA 3532	Bus Analytics/Data Mining	3
LSCM 3360	Business Negotiations	3
MARK 3011	Consumer Behavior	3
MARK 3233	Retail Marketing	3
MARK 3570	Integrated Brand Promotion	3
MARK 4121	Marketing Research & Analysis	3
MARK 4433	Social Media Marketing	3
MARK 4701	Marketing Strategy	3

**Marketing Electives\***

Choose two of the following electives: 6

**Regularly Offered Courses**

MNGT 4380	Project Management	
MARK 3455	Professional Selling	

**Unscheduled Marketing Electives**

MARK 4700	Independent Study Marketing (courses available with faculty sponsor)	
MARK 4800	Special Topics in Marketing (may occasionally be offered)	
MARK 4900	Marketing Internships (requires preapproval from Internship Coordinator)	

**Senior Requirement\* +**

MNGT 4701	Strategic Management	3
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**Total Hours** 120-121

\* Grade of C or higher required.

+ Senior Requirement must be completed at Dalton State College during graduation term. If a student is graduating in the summer semester the course must be taken in the spring term.

**Courses****MARK 3010. Principles of Marketing. 3-0-3 Units.**

Provides a general survey of the field of marketing covering marketing channels, functions, methods and institutions.(F, S)

Prerequisites: BUSA 2106, BUSA 2201, COMM 1110, and ECON 2106, all with a "C" or better.

**MARK 3011. Consumer Behavior. 3-0-3 Units.**

Examines the fundamental activities and motives impacting consumer choice, use and disposal of products. Emphasis on end users rather than business customers. Topics include internal and external factors that influence consumer choice, marketing strategies that influence consumer choice, group dynamics and the organizational buying process, and global consumption trends.(S)

Prerequisites: MARK 3010 with a "C" or better.

**MARK 3233. Retail Marketing. 3-0-3 Units.**

Explores store location, layout, organizational aspects, credit policies and control systems as they apply to retail operations. Investigates the application of these topics as they relate to online marketing strategies and tactics will be investigated as well. (S)

Prerequisites: MARK 3010 with a "C" or better.

**MARK 3455. Professional Selling. 3-0-3 Units.**

Examination of the complex process involving buyers and sellers of products and services. Concentration on developing the sales skills required for creating effective exchanges and managing long-term relationships. (M)

Prerequisites: MARK 3010 with a "C" or better.

**MARK 3570. Integrated Brand Promotion. 3-0-3 Units.**

Focuses on understanding the role of the promotional element of the marketing mix. Topics include the various promotional tools, advertising strategy, creative strategy, the pros and cons of various media options, regulatory constraints and global considerations affecting a firm's effort toward effective marketing communication. (F)

Prerequisites: MARK 3010 with a "C" or better.

**MARK 4121. Marketing Research & Analysis. 3-0-3 Units.**

Focuses on the systematic approach to the application of research techniques and procedures for assessing markets. Topics include research design, questionnaire construction, data sources and collection, data analysis, data interpretation and reporting. (F)

Prerequisites: BUSA 2850, BUSA 3050, or MATH 2200 and MARK 3010, all with a "C" or better.

**MARK 4433. Social Media Marketing. 3-0-3 Units.**

This course examines the changing role of social media in the promotional marketing mix, the role of the consumer in social media, online communities and how social media is impacting both marketing and consumer lifestyles. (F)

Prerequisites: MARK 3010 with a "C" or better.

**MARK 4700. Independent Study Marketing. 0-0-3 Units.**

Supervised, in-depth individual research and study of one or more current topics in marketing in conjunction with an associated major project.

Students will be required to prepare a formal report and presentation of the research topic and project. Only available with coordination with Marketing faculty.

Prerequisites: MARK 3010 with a "C" or better.

**MARK 4701. Marketing Strategy. 3-0-3 Units.**

Integrates marketing principles in the context of the decision making exercises related to customers, products, pricing, promotions, distribution and the laws regarding each of these topics. (S)

Prerequisites: MARK 3010 and an additional MARK course, both with a "C" or better.

**MARK 4800. Special Topics in Marketing. 3-0-3 Units.**

Examines current, relevant topics in the field of marketing. Each special topics course will cover a new topic.

Prerequisites: MARK 3010 with a "C" or better.

**MARK 4900. Marketing Internships. 0-0-3-6 Units.**

Provides students with on-site work experience in Marketing through a coordinated academic internship experience with a pre-approved employer. A portfolio chronicling the work experience, a project relating relevant academic literature to the Marketing internship experience, and a final presentation encompassing the entire internship experience are required to receive academic credit. By permission of the Internship Coordinator. (F, S)

Prerequisites: MARK 3010 (Grade "B" or Better), plus an additional 3 credit hours of upper division MARK, and 3 credit hours of any upper division business course, all with a "C" or better.