MARKETING

Bachelor of Business Administration

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 as an Advertising Manager, Brand Manager, Marketing Manager, Sales Trainer, Social Media Analyst, and Marketing Researcher. The focus of the program is the development of marketing professionals, knowledgeable about current as well as emerging marketing trends.

Marketers must know every aspect of a business and work with a wide variety of people to create and promote products to customers. It is a perfect career for people who have passion and creativity.

As a marketing major at the Wright School of Business (WSOB), you’ll have the opportunity to lead the WSOB social media sites and develop content as well as intern in local marketing companies or work with business start-ups. These experiences will help you build a strong resume of knowledge and skills for your marketing career. Marketing graduates are ready to move directly into lucrative sales or management training programs and are always in demand. This program is offered as a day program.

Area A: Essential Skills

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ENGL 1101</td>
<td>English Composition I</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 1102</td>
<td>English Composition II</td>
<td>3</td>
</tr>
<tr>
<td>Choose one MATH: *</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MATH 1101</td>
<td>Intro to Mathematical Modeling</td>
<td></td>
</tr>
<tr>
<td>or MATH 1111</td>
<td>College Algebra</td>
<td></td>
</tr>
<tr>
<td>or MATH 1113</td>
<td>Precalculus Mathematics</td>
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Area B: Institutional Options

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<tr>
<th>Course</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>COMM 1110</td>
<td>Fundamentals of Speech *</td>
<td>3</td>
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One of the following electives: 1

- COMM 1120 Argumentation and Advocacy
- 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 1100 Political and Social Rhetoric
- 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 Astronomy of the Solar System & ASTR 1010L Astronomy of Solar Sys. Lab
- ASTR 1020 Stellar and Galactic Astronomy & ASTR 1020L Stellar & Galac. Astronomy Lab
- BIOL 1105K Environmental Studies
- BIOL 1107K Principles of Biology I
- BIOL 1108K Principles of Biology II
- BIOL 1203K Principles of Botany
- BIOL 1224K Entomology
- CHEM 1151K Survey of Chemistry
- CHEM 1211K Principles of Chemistry I
- GEOL 1121K Principles of Chemistry II
- GEOL 1122K Principles of Geology
- GEOL 1131K Historical Geology
- GEOL 1132K 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
- MATH 2181 Applied Calculus
- MATH 2253 Calculus and Analytic Geom I
- MATH 2254 Calculus and Analytic Geom II

Area E: Social Sciences

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<thead>
<tr>
<th>Course</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>HIST 2111</td>
<td>United States History to 1877</td>
<td>3</td>
</tr>
<tr>
<td>or HIST 2112</td>
<td>United States Hist since 1877</td>
<td></td>
</tr>
<tr>
<td>POLS 1101</td>
<td>American Government</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2105</td>
<td>Principles of Macroeconomics *</td>
<td>3</td>
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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
PHED Activity Elective  

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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<td></td>
<td>1</td>
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| Total Hours | 122-123 |

* Grade of C or higher required.
  + Course must be taken at Dalton State College during graduation term. If student is graduating in summer semester the course should 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 (Day & Evening), S (Day & Evening), M (Online))
Prerequisites: Upper Division Eligibility and BUSA 2106 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. (F (Day & Evening))
Prerequisites: Upper Division Eligibility and 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 (Day))
Prerequisites: Upper Division Eligibility and 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 (Online))
Prerequisites: Upper Division Eligibility and MARK 3010 with a "C" or better.

### MARK 3517. Services Marketing. 3-0-3 Units.
Emphasizes the unique differences in the marketing of services including the development and implementation of marketing strategies. Topics include consumer behavior in services marketing, the gaps model of service quality, the marketing mix for services, and demand and capacity management. (As Needed)
Prerequisites: Upper Division Eligibility and 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 (Day)) with a "C" or better.
Prerequisites: Upper Division Eligibility and MARK 3010.
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 (Day))
Prerequisites: Upper Division Eligibility, 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. (S (Day))
Prerequisites: Upper Division Eligibility and MARK 3010 with a "C" or
better.

MARK 4480. Sports Marketing. 3-0-3 Units.
This course applies the theoretic foundations of marketing to the sports
industry by investigating principles and processes in sports marketing
and sales. The foci are on research and development, sport promotion,
sport sponsorship, advertising, merchandising, distribution of sports
goods, and career opportunities in the field of sports marketing. (F (Day))
Prerequisites: Upper Division Eligibility and 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. (F, S, M)
Prerequisites: Upper Division Eligibility and 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 (Day))
Prerequisites: Upper Division Eligibility, MARK 3010 with a "C" or better
and an additional MARK course 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. (F, S, M)
Prerequisites: Upper Division Eligibility and 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. (F, S, M)
Prerequisites: Upper Division Eligibility, 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.