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

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

COMM 1110 Fundamentals of Speech * 3

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
& 1010L and Astronomy of Solar Sys. Lab
ASTR 1020 Stellar and Galactic Astronomy
& 1020L and 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
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

MATH 2181 Applied Calculus
MATH 2253 Calculus and Analytic Geom I
MATH 2254 Calculus and Analytic Geom 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
or 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
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>POLS 2101</td>
<td>Intro to Political Science</td>
<td></td>
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<tr>
<td>POLS 2201</td>
<td>State and Local Government</td>
<td></td>
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<tr>
<td>POLS 2301</td>
<td>Comparative Politics</td>
<td></td>
</tr>
<tr>
<td>POLS 2401</td>
<td>International Relations</td>
<td></td>
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<tr>
<td>PSYC 1101</td>
<td>Introduction to Psychology</td>
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<tr>
<td>PSYC 2101</td>
<td>Psychology of Adjustment</td>
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<tr>
<td>PSYC 2103</td>
<td>Human Development</td>
<td></td>
</tr>
<tr>
<td>SOCI 1101</td>
<td>Introduction to Sociology</td>
<td></td>
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<tr>
<td>SOCI 1160</td>
<td>Social Problems</td>
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**Area F: Major Related** *(2.25 GPA required.)*

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<tr>
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<th>Units</th>
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</thead>
<tbody>
<tr>
<td>ACCT 2101</td>
<td>Principles of Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2102</td>
<td>Principles of Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 2106</td>
<td>The Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 2201</td>
<td>Fundamentals of Computer Appli</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 2850</td>
<td>Business Statistics</td>
<td>3</td>
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<tr>
<td>ECON 2106</td>
<td>Principles of Microeconomics</td>
<td>3</td>
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**Business Core**

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>BUSA 3055</td>
<td>Quantitative Analysis Bus Prob</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 3060</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 3070</td>
<td>Business Ethics</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 3301</td>
<td>Business Communications</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 3351</td>
<td>International Business</td>
<td>3</td>
</tr>
<tr>
<td>BUSA 3701</td>
<td>Prof Development Seminar</td>
<td>1</td>
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<tr>
<td>FINC 3056</td>
<td>Principles of Finance</td>
<td>3</td>
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<tr>
<td>LSCM 3251</td>
<td>Principles of Supply Chain Mng</td>
<td>3</td>
</tr>
<tr>
<td>MARK 3010</td>
<td>Principles of Marketing</td>
<td>3</td>
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<tr>
<td>MGIS 3351</td>
<td>Principles Mgmt Info Systems</td>
<td>3</td>
</tr>
<tr>
<td>MNGT 3051</td>
<td>Principles of Management</td>
<td>3</td>
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**Marketing Core**

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<tr>
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<tr>
<td>MARK 3011</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MARK 3570</td>
<td>Integrated Brand Promotion</td>
<td>3</td>
</tr>
<tr>
<td>MARK 4121</td>
<td>Marketing Research &amp; Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MARK 4433</td>
<td>Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MARK 4701</td>
<td>Marketing Strategy</td>
<td>3</td>
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**Marketing Electives**

Select any two MARK 3000-4000 level courses not already required or taken toward degree program.

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>MARK 3233</td>
<td>Retail Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MARK 3455</td>
<td>Professional Selling</td>
<td>3</td>
</tr>
<tr>
<td>MARK 3517</td>
<td>Services Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MARK 4480</td>
<td>Sports Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MARK 4700</td>
<td>Independent Study Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MARK 4800</td>
<td>Special Topics in Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MARK 4900</td>
<td>Marketing Internships</td>
<td>3</td>
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</tbody>
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**Upper Division Business Electives**

Select any two 3000-4000 level Business courses not already required or taken toward degree program.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>MATH 4502</td>
<td>is allowed for all business students as an upper division elective.</td>
<td>3</td>
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</table>

**Senior Requirement** *+

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>MNGT 4701</td>
<td>Strategic Management</td>
<td>3</td>
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**Physical Education**

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* 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.
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.