

# MARKETING

## Bachelor of Business Administration

The Bachelor of Business Administration in Marketing degree is designed to give graduates a solid career preparation foundation. Over the past decade, marketing careers have grown significantly as organizations focus on driving customers to their websites and converting online leads.

There is a growing need for knowledgeable and experienced marketing professionals, particularly in digital marketing careers. The program's focus is developing marketing professionals who are knowledgeable about global and emerging marketing trends.

Marketing provides channels for companies to engage with customers, vendors, stakeholders, and 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 various 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.

Marketing jobs include professional sales, digital media, marketing management, sales marketing, marketing research, and social media marketing with titles including Public Relations Manager, Retail Analyst, Account Manager, Project Manager, Media Planner, Business Development Manager, Event Manager, Advertising Manager, Brand Manager, Marketing Manager, Event Marketer, Sales Trainer, Social Media Analyst, Search Engine Optimization (SEO) Specialist, Social Media Coordinator, and Marketing Researcher.

### Program Course Requirements

Click here to view Core IMPACTS General Education Curriculum requirements (<http://catalog.daltonstate.edu/programs/coreimpacts/>).

#### Program Advice (can share with CORE curriculum):

Grades of C or better required.

COMM 1110	Fundamentals of Speech	3
ECON 2105	Principles of Macroeconomics	3
MATH 1101	Intro to Mathematical Modeling	3
or MATH 1111	College Algebra	
or MATH 1113	Precalculus Mathematics	

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### Core IMPACTS General Education Curriculum requirements 42

NOTE: Core IMPACTS courses can also satisfy requirements in your Program of Study. Please review the requirements for your major to prevent taking extra courses. The USG Core IMPACTS curriculum is designed to ensure that students acquire essential knowledge in foundational academic areas and develop career-ready competencies. There are seven Core IMPACTS areas. Students at all USG institutions must meet the Core IMPACTS requirements in all specified areas.

#### Field of Study: 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 121**

\* Grade of C or better 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 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.