MARKETING

Bachelor of Business Administration

The Bachelor of Business Administration in Marketing degree is designed to give graduates a solid foundation preparing them for careers in marketing, professional sales, marketing research, social media marketing, promotion, and advertising. The focus of the program involves development of marketing professionals who are knowledgeable about current as well as emerging trends in marketing.

**Area A: Essential Skills**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</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>
</tbody>
</table>

Choose one MATH:

- MATH 1101 Intro to Mathematical Modeling 3
- MATH 1111 College Algebra
- MATH 1113 Precalculus Mathematics

**Area B: Institutional Options**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1110</td>
<td>Fundamentals of Speech</td>
<td>3</td>
</tr>
</tbody>
</table>

One of the following electives:

- COMM 1120 Argumentation and Advocacy 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 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**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 2000</td>
<td>Topics in Literature &amp; Culture</td>
<td>3-6</td>
</tr>
<tr>
<td>ENGL 2111</td>
<td>World Literature I</td>
<td></td>
</tr>
<tr>
<td>ENGL 2112</td>
<td>World Literature II</td>
<td></td>
</tr>
<tr>
<td>ENGL 2120</td>
<td>British Literature I</td>
<td></td>
</tr>
<tr>
<td>ENGL 2121</td>
<td>British Literature II</td>
<td></td>
</tr>
<tr>
<td>ENGL 2130</td>
<td>American Literature I</td>
<td></td>
</tr>
<tr>
<td>ENGL 2131</td>
<td>American Literature II</td>
<td></td>
</tr>
<tr>
<td>ENGL 2201</td>
<td>Intro to Film as Literature</td>
<td></td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASTR 1010</td>
<td>Astronomy of the Solar System</td>
<td></td>
</tr>
<tr>
<td>&amp; 1010L</td>
<td>and Astronomy of Solar Sys. Lab</td>
<td></td>
</tr>
<tr>
<td>ASTR 1020</td>
<td>Stellar and Galactic Astronomy</td>
<td></td>
</tr>
<tr>
<td>&amp; 1020L</td>
<td>and Stellar &amp; Galac. Astronomy Lab</td>
<td></td>
</tr>
<tr>
<td>BIOL 1105K</td>
<td>Environmental Studies</td>
<td></td>
</tr>
<tr>
<td>BIOL 1107K</td>
<td>Principles of Biology I</td>
<td></td>
</tr>
<tr>
<td>BIOL 1108K</td>
<td>Principles of Biology II</td>
<td></td>
</tr>
<tr>
<td>BIOL 1203K</td>
<td>Principles of Botany</td>
<td></td>
</tr>
<tr>
<td>BIOL 1224K</td>
<td>Entomology</td>
<td></td>
</tr>
<tr>
<td>CHEM 1151K</td>
<td>Survey of Chemistry</td>
<td></td>
</tr>
<tr>
<td>CHEM 1211K</td>
<td>Principles of Chemistry I</td>
<td></td>
</tr>
<tr>
<td>CHEM 1212K</td>
<td>Principles of Chemistry II</td>
<td></td>
</tr>
<tr>
<td>GEOL 1121K</td>
<td>Principles of Geology</td>
<td></td>
</tr>
<tr>
<td>GEOL 1122K</td>
<td>Historical Geology</td>
<td></td>
</tr>
<tr>
<td>PHYS 1111K</td>
<td>Introductory Physics I</td>
<td></td>
</tr>
<tr>
<td>PHYS 1112K</td>
<td>Introductory Physics II</td>
<td></td>
</tr>
<tr>
<td>PHYS 2211K</td>
<td>Principles of Physics I</td>
<td></td>
</tr>
<tr>
<td>PHYS 2212K</td>
<td>Principles of Physics II</td>
<td></td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<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>
</tbody>
</table>

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**

(2.25 GPA required.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</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>
</tbody>
</table>
BUS 2106 The Environment of Business 3
BUS 2201 Fundamentals of Computer Appl 3
BUS 2850 Business Statistics 3
ECON 2106 Principles of Microeconomics 3

**Business Core**

BUS 3055 Quantitative Analysis Bus Prob 3
BUS 3060 Business Law 3
BUS 3070 Business Ethics 3
BUS 3301 Business Communications 3
BUS 3351 International Business 3
BUS 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**

MARK 3011 Consumer Behavior 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**

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

**Upper Division Business Electives**

Select any two 3000-400 level Business courses not already required or taken toward degree program.

- MATH 4502 is allowed for all business students as an upper division elective.

**Senior Requirement**

MNGT 4701 Strategic Management 3

**Physical Education**

PHED Activity Elective 1

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, S, M)

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. (S)

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. (As Needed)

Prerequisites: Upper Division Eligibility and MARK 3010 with a "C" or better.

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

Focuses on understanding the role of the promotional element of the marketing mix. 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 3517. Services Marketing. 3-0-3 Units.**

Examines 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: Upper Division Eligibility and MARK 3010 with a "C" or better.

**MARK 3517. Services Marketing. 3-0-3 Units.**

Examines 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. (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) with a "C" or better.

Prerequisites: Upper Division Eligibility and MARK 3010.

**MARK 4081. Marketing/Competitive 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) with a "C" or better.

Prerequisites: Upper Division Eligibility and MARK 3010.

**MARK 4288. Logistics. 3-0-3 Units.**

Examines the fundamental elements of channel systems and various institutions that utilize such systems. Distribution models that describe different industries will be investigated. These models will include ways to assess the legal environment and how price is impacted by channel relationships. (S)

Prerequisites: Upper Division Eligibility, MARK 3010.
MARK 4351. International Marketing. 3-0-3 Units.
Investigation of entry and operational strategies employed for
development of international markets. Emphasis is placed on the
differences in cultural, political, economic and business environments
and how these barriers to international trade can be moderated using
electronic systems.(As Needed)
Prerequisites: Upper Division Eligibility and MARK 3010 with a "C" or
better.

MARK 4400. Sustainable Business Marketing. 3-0-3 Units.
The primary topics for this course are: (a) developing a comprehensive
sustainability strategy as part of overall corporate strategy, (b) identifying
relevant consumer and business segments likely to respond to a
sustainable message, and (c) communicating the sustainability message.
The course also explores underlying trends and motivations driving
corporate interest in sustainable operations.(As Needed)
Prerequisites: Upper Division Eligibility and MARK 3010 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)
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)
Prerequisites: Upper Division Eligibility and MARK 3010 with a "C" or
better.

MARK 4700. Independent Study Marketing. 0-0-3-6 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)
Prerequisites: Upper Division Eligibility, MARK 3010 with a "C" or better
and an additional MARK course 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.