

# BUSINESS ADMINISTRATION, MARKETING, BS

## Program Description

The marketing major is designed to prepare students for the many opportunities in the field of marketing. The study of marketing includes marketing principles, principles of selling, retail management, consumer behavior, advertising theory and practice, marketing management, sales force management, marketing research and international marketing. These courses, along with the common professional business core courses, are designed to provide our students with the appropriate knowledge and skills to understand the function of marketing in the firm and in society and to be effective decision makers.

## Program Learning Outcomes

- Basic Marketing Knowledge – Apply knowledge of marketing and other functional areas of business and their relationship to each other.
- Decision Making – Research, synthesize, analyze and accurately interpret quantitative and qualitative information to drive effective marketing decision-making.
- Communication in Marketing – Communicate effectively, orally and in writing, their marketing observations, findings, research, and recommendations to a large audience.
- Employability Skills – Apply entry-level, marketable skills appropriate to a marketing-related position and team in industry, such as in sales, event planning, marketing communications, public relations, retailing, market analysis, or product management.
- Use of Marketing Technology – Use technology to assist with the synthesis and analysis of data, oral and written communications, and group collaboration.
- Business Knowledge – Apply knowledge of business core subjects.
- Professional Skills – Apply skills in research, communications and critical thinking.

## Degree Requirements

Code	Title	Hours
<b>Common Professional Component</b>		
ACTG 132	Principles of Accounting I	4
ACTG 133	Principles of Accounting II	4
BUSN 121	Introduction to Business	3
BUSN 211	Business Statistics	3
BUSN 231	Business Communications	3
BUSN 350	Business Law I	3
BUSN 403	Business, Government & Society	3
BUSN 466	Business Policy	3
ECON 201	Principles Macroeconomics	3
ECON 202	Principles Microeconomics	3
FINC 341	Managerial Finance	4
MGMT 280	Intro Management Info Systems	3
MGMT 360	Management Concepts & Apps	3
MGMT 371	Operations/Business Analytics	3
MRKT 281	Marketing Principles/ Strategy	3

### Major Requirements

BUSN 101	Freshman Seminar	1
MRKT 381	Consumer Behaviors	3
MRKT 480	Marketing Research	3
MRKT 481	Marketing Management	3
MATH 111	College Algebra	3
Marketing Electives <sup>1</sup>		12
Business Electives <sup>2</sup>		6-8

**Total Hours** 79-81

<sup>1</sup> Electives in Marketing, INTB 486 International Marketing, or COMM 320 Public Relations.

<sup>2</sup> Electives in 300/400 level courses in BUSN, MGMT, ECON, FINC, ACTG, INTB.

**General Education:** All LSSU bachelor's degree candidates must complete the LSSU General Education Requirements.

**A minimum of 124 credits (at the 100 level or higher) must be earned for graduation with a cumulative gpa of 2.00 or higher. A gpa of 2.00 or higher is also required in your Major, as well as in your General Education Requirements.**