

MARKETING, B.A.

The marketing major helps students develop the knowledge and skills needed to construct marketing strategies and activities that can be applied in large corporations, small businesses or a retail environment. Marketing students will study topics including product design, social media, advertising, market research, marketing of services, digital marketing, and creating strategic marketing plans.

Contact Information

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Learning Outcomes

The student completing the Marketing major will be able to:

1. Relate marketing theory and practice by solving marketing problems and creating strategic marketing plans.
2. Exhibit oral and written communication skills in a marketing context through oral and written marketing plans, personal selling demonstrations and new product presentations.
3. Develop problem-solving skills by using critical thinking methods to analyze marketing case studies, create innovative solutions to consumer problems, and justify strategic market positions.
4. Demonstrate skillful use of technology through multimedia presentations, creation of marketing websites and use of social media as a marketing strategy.
5. Integrate ethical and social responsibility in marketing through meaningful research projects that show social responsibility of organizations in action.

Requirements

Students must achieve the following program requirements for all courses listed under Program Requirements and Program Required Courses for the Marketing major.

Program Requirements

Major Credits: 68

Major Residency Credits: 16

Minimum GPA: 2.0

Program Required Courses

Code	Title	Credits
Required Courses		
ACC 2210	Principles of Financial Accounting	4
ACC 2220	Principles of Managerial Accounting	4
CIS 3205	Information Systems	4
ECN 2230	Principles of Microeconomics	4
MGT 2120	Principles of Management	4
MGT 3130	Business Research & Decision-Making	4
MGT 3240	Human Resource Management	4
MGT 3354	Management Ethics	4
MKT 2320	Principles of Marketing	4
MKT 3320	Digital Marketing	4
MKT 3340	Market Promotions: Communicating with Customers	4
MKT 3350	Designing Successful Products	4

MKT 3370	Services Marketing	4
MKT 3380	Logistics and Distribution Channels	4
MKT 4360	Marketing Strategy	4
Eight additional upper-division credits. Four of these credits must be MKT courses and four additional credits from MGT or MKT.		8
Total Credits		68

Degree Requirements

To graduate from The College of St. Scholastica, baccalaureate students must meet the following minimum degree requirements.

Total Credits: 128

Upper Division Credits: 42

Residency Requirement: 32

Minimum GPA: 2.0