

# MARKETING

SPECIALIZATION IN THE BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION



College of Business

BOWLING GREEN STATE UNIVERSITY

### CAREER OPPORTUNITIES:

Careers in marketing are extensive and diverse. Most entry-level jobs involve working with and providing products and supporting services to customers.

Position titles include sales associate, account executive, product manager, marketing analyst, and customer service representative or manager.

Increasingly, these jobs are with service companies; but they cut across a wide variety of industries, such as:

Retailing	Advertising/Promotion
Marketing Research	Consumer Goods
Manufacturing	Insurance/Finance
Logistics/Distribution	Non-Profit

Success factors in these careers include: communication skills (i.e., talking, writing and especially listening), work ethic, enthusiasm, persistence and self-motivation. These jobs may or may not require extensive quantitative skills.

### CURRICULUM:

Marketing is taught as a *total system* of business activities designed to plan, price, promote and distribute products and services to customers.

In addition to BSBA core courses, marketing students take courses in consumer behavior, marketing research, marketing management – plus four courses from a wide variety of electives.

### STUDENT ORGANIZATIONS:

**BGAMA** — BGSU's collegiate chapter of the American Marketing Association

- One of the largest and most active student organizations on campus
- Named Outstanding Collegiate Chapter at 2010 International Collegiate Conference -the only Ohio-based university chapter to win this prestigious award
- Ranked as one of the world's top 16 programs

Faculty Advisor: Mr. Mearl Sutton  
372-6920, [msutton@bgsu.edu](mailto:msutton@bgsu.edu)

### SPECIAL HIGHLIGHTS:

- One of the largest BSBA Specializations with tens of thousands of dollars in scholarships.
- Works with BGSU's Service Marketing Institute emphasizing services marketing concepts throughout the curriculum.
- Faculty work closely with BGAMA to present student competitions, networking receptions, professional development seminars, trips to national conferences, and many other fun and interesting activities that prepare students for careers in marketing and sales.
- Visit our website: [www.bgsu.edu/business/marketing.html](http://www.bgsu.edu/business/marketing.html)

Check out the College of Business Administration website at [www.bgsu.edu/business.html](http://www.bgsu.edu/business.html)  
Department of Marketing  
Dr. Bob Wu, Chair  
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## MARKETING – 21 Hours

A specialization in the  
Bachelor of Science in Business Administration

Students must meet the specialization requirements in effect at the time of their admission to the BSBA degree program.

The specific requirements for the **Marketing** specialization are as follows:

<u>Courses</u>	<u>Course Name</u>	<u>Credit Hours</u>
MKT 3020	Consumer Behavior	(3)
MKT 3200	Marketing Research	(3)
MKT 4600	Marketing Management	(3)

Plus **four** of the following courses:

MKT 3500	Business-to-Business Marketing	(3)
MKT 4000	Topics in Marketing	(1-3)
MKT 4050	Services Marketing	(3)
MKT 4100	Marketing Communication and Promotion	(3)
MKT 4120	Advertising Management	(3)
MKT 4210	Advanced Marketing Research	(3)
MKT 4250	Creativity in Marketing	(3)
MKT 4300	Retail Management	(3)
MKT 4350	Marketing on the Internet	(3)
MKT 4400	Professional Selling	(3)
MKT 4420	Sales Management	(3)
MKT 4450	Product Planning	(3)
MKT 4550	International Marketing	(3)

Or, 3 courses from the above list of Marketing electives and 1 course from: BA 3100, GEOG 3120, GEOG 3250, COMM 3030, JOUR 3410, MGMT 3300, PSYC 3110, SOC 3010, SOC 3710, TCOM 3660.

Students must meet prerequisites in effect at the time of course enrollment.

### Notes:

- Students must achieve a grade of "C" or better in MKT 2010 in order to enroll in advanced Marketing courses and must meet all other course prerequisites.
- Students must achieve a "C" or better in MKT 3020 and MKT 3200 and be admitted to the BSBA program in order to enroll in MKT 4600.
- A grade of "C" or better must be earned in each course taken for the Marketing specialization.
- For students who plan to pursue both a Marketing Specialization and a Service and Sales Specialization, they must complete at least 15 credit hours toward one specialization that are not counted in the other specialization.

Students are responsible for meeting all requirements for the BSBA including specialization requirements.