The marketing program prepares students for success in the broad opportunities available to help business identify, develop and implement market opportunities. In addition to the core curriculum, students can customize their classes with classes that reflect their specific career goals, from promotion or retail management to professional selling, advertising management, international marketing and more.

**College of Business – Marketing**

**Points of Pride**

- The American Marketing Association student organization among top 5% in the world and one of the largest and most active student organizations on campus
- The Business Career Accelerator assists students in obtaining internships that pertain to the students’ industry of interest.
- The majority of students have jobs at graduation with an average annual salary among the highest in the state.

**Faculty Spotlight**

Steve Koppitsch, Ph.D. is an assistant professor of marketing. He teaches Introduction to Marketing Management (MKTG 2010). Prior to joining BGSU, Dr. Koppitsch worked in sales, marketing, graphic design and public relations positions.

His research interests include how firms can recover from service failures and consumer processing of positive and negative information. Currently, his research explores the role of a reprimand in dealing with service failures and how customers can "get back" at service employees who have treated them poorly.

**What Our Students Are Saying**

"BGSU is an easy place to become the best version of yourself. I feel like a better person because I have been exposed to different people and experiences. **There is a place for everyone here at BGSU, and if you don’t find it you can create it**."

Marjorie Williams

**Our Students Find Jobs**

EATON  |  TOYOTA  |  MARATHON

**For more information**

Marketing
419-372-2041
bgsu.edu/marketing
# Major Map

## Marketing – Bachelor of Science in Business Administration

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<th>Options</th>
<th>Good Advice</th>
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<tr>
<td><strong>Freshman</strong></td>
<td>Complete BA 1500, BIZX 1100 (first 8 weeks, spring), BIZX 2200 (second 8 weeks, spring) and MATH 1600 Business Calculus. Review core and other degree requirements.</td>
<td>Meet with your freshman advisor in Undergraduate Student Development (BA 253), pick up checklist, complete digital degree plan, and visit marketing department and get to know your faculty mentor.</td>
<td>Check our on-campus employment at WorkNet. Find volunteer opportunities that match your interests.</td>
<td>Consider participating in the American Marketing Association, Business District Living Community, and Career Workshops.</td>
<td>Investigate study abroad opportunities.</td>
<td>Meet with the Business Career Accelerator. Consider enrolling in the Falcon Internship Guarantee Program through the BGSU Career Center.</td>
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<tr>
<td><strong>Sophomore</strong></td>
<td>Complete business 1000-2000 level courses that are part of the admission core and applied core. Take MKT 2010 and BIZX 3300 (Spring).</td>
<td>Meet with your advisor in the Office of Undergraduate Student Development (BA 253) and ensure you meet the college admission requirements.</td>
<td>Plan an internship that provides experiential learning toward your career. Past internships have included Akron Rubber Ducks, Bowling Green Convention &amp; Visitors Bureau, Disney Worldwide Services, Enterprise Rent-A-Car, Fastenal Company, Premier Volleyball Academy, Greater Cleveland Aquarium and Marathon Petroleum Company.</td>
<td>Join AMA student chapter; run for chapter officer position.</td>
<td>Take advantage of study abroad opportunities; students have studied at Hong Kong Baptist University, University of Strasbourg and Universidad Carlos III de Madrid.</td>
<td>Complete FOCUS II, FIT Certification (resume, cover letter, interviewing basics). Review your Career Report and attend the EXPO Job and Internship Fair.</td>
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<tr>
<td><strong>Junior</strong></td>
<td>Fall: MGMT 3600; FIN 3000; MKT 3020; MKT elective; G6 perspective; Spring: MGMT 3000; OR 3800; MKT 3200; MKT elective; free elective.</td>
<td>Meet with your junior mentor. Complete your Junior audit to determine remaining courses.</td>
<td>Engage in internships, such as working in insurance firms, retailing organizations, research firms, small businesses. Participate in requests by small business to perform business projects.</td>
<td>Visit the BGSU Career Center at <a href="http://www.bgsu.edu/career-center">www.bgsu.edu/career-center</a> and consider enrolling in the Falcon Internship Guarantee Program. Explore in-demand careers, career pathways, and occupations using <a href="http://www.OhioMeansJobs.com">www.OhioMeansJobs.com</a></td>
<td>Attend international or multicultural events on campus to broaden your global perspectives.</td>
<td>Discuss careers with your faculty advisor and Business Career Accelerator. Participate in spotlight sessions conducted by various companies.</td>
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<tr>
<td><strong>Senior</strong></td>
<td>Fall: ECON 3020 or 3030 or 3040 or 3510; LEGS 3010; MKT elective; MKT elective; BA 4060; Spring: BIZX 4000; MKT 4600. Choose additional free electives.</td>
<td>Meet with your faculty mentor. Apply for graduation.</td>
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