

MARKETING

Degree: B.S., Business Administration

College of Business (<http://business.umw.edu/>)

A major in Marketing will help prepare students for jobs in virtually all industries. In today's world of evolving technologies and media fragmentation there is great demand for those that are able to successfully identify, understand, and reach consumers. The tools that one learns in marketing enables students to work for Fortune 500 companies, non-government organizations, or as entrepreneurs who start their own business. Students are able to gain strong quantitative skills allowing them to pursue careers in market research, policy research, pricing, and supply chain management. The ability to think critically and creatively is also developed so that students are able to pursue careers in promotion (advertising, publicity, public relations), product or service design. Many graduates also choose a professional sales job for their entry into the workforce.

A student who has not declared a Business major is limited to taking no more than 27 hours in business or business related courses defined as those courses with the following prefixes: ACCT, BLAW, BUAD, DSCI, FINC, MKTG, MGMT, MIST, CIST, or LRSP.

Student Learning Outcomes

1. Students will demonstrate a working knowledge of accounting concepts.
2. Students will demonstrate a working knowledge of finance concepts.
3. Students will demonstrate a working knowledge of information systems concepts.
4. Students will demonstrate a working knowledge of management concepts.
5. Students will demonstrate a working knowledge of marketing concepts.
6. Students will understand global issues in business.
7. Students will understand ethical issues in business.
8. Students will think critically in solving complex business problems.
9. Students will effectively articulate business knowledge in oral communication.
10. Students will effectively articulate business knowledge in written communication.
11. Students will effectively apply research methods knowledge through defining research problem, formulating hypothesis, and data analysis.

To be admitted to the College of Business, students must have earned a cumulative grade point average of 2.0 or better after completing at least 27 college credits and a grade of C or higher in ACCT 102 Principles of Accounting II, and have met the criteria for major declaration (<https://catalog.umw.edu/undergraduate/academic-policies/major-minor-declaration/>) set forth in the Academic Catalog.

The major in Business Administration is a Bachelor of Science degree. Business majors should note the degree requirements for B.S. degrees,

found here (<https://catalog.umw.edu/undergraduate/undergraduate-degrees/ba-bs-degree/>).

Additional important information is contained in the description of B.A./B.S./B.S.Ed. General Education Requirements (<https://catalog.umw.edu/undergraduate/general-education/requirements-bachelor-arts-bachelor-science-degrees/>).

Please also note that the section of this *Catalog* outlining "University Academic Policies and Procedures" applies to students in the College of Business. Students with questions about general academic requirements should consult this part of the *Catalog* for guidance. All of the "Academic Resources" described in an earlier section of this *Catalog* are available as needed to students in the College of Business.

Major Requirements

Required Prerequisites

Code	Title	Credits
BLAW 201	Legal Environment of Business	3
STAT 180	Introduction to Statistics ¹	3
ECON 201B	Principles of Macroeconomics	3
ECON 202B	Principles of Microeconomics	3
Total Credits		12

¹ Or its equivalent (ECON 361A Introductory Econometrics or PSYC 261A Introductory Statistics for Psychology).

² Required prerequisites for certain courses in the major.

Common Core

The Marketing Major is one of four majors offered within the College of Business leading to the Bachelor's of Science degree in Business Administration. All business majors are multi-disciplinary degrees that require students master concepts from across the business disciplines: Accounting, Business Administration, Business Law, Decision Sciences, Finance, Management, Management and Information Systems, and Marketing. All majors share a common core of 30 hours of business classes. This common core consists of:

Code	Title	Credits
Lower-Division Requirements		
ACCT 101 & ACCT 102	Principles of Accounting I and Principles of Accounting II	6
MIST 201	Management Information Systems and Applications	3
Upper-Division Requirements		
BUAD 350	Business Communication	3
DSCI 352	Analytics I: Predictive Models	3
DSCI 353	Analytics II: Optimization Models	3
FINC 301	Principles of Finance	3
MGMT 301	Principles of Management	3
MGMT 490	Strategic Management	3
MKTG 301	Principles of Marketing	3
Total Credits		30

Additional Requirements

Student must then complete an additional eighteen (18) credits of classes to earn a Bachelor of Science degree in Business Administration.

Students may major in Business Administration, Accounting, Finance, International Business, Management and Entrepreneurship, or Marketing. Upon completion of the program, student transcripts shall state their degree (Bachelor of Science in Business Administration) and their major.

Code	Title	Credits
Marketing Major Requirements		
MKTG 411	Marketing Research	3
MKTG 450	Consumer Behavior	3
MKTG 490	Marketing Strategy	3
Select 9 credits from any additional upper-level MKTG courses or ¹		9
GISC 200	Introduction to GIS	
GISC 250	Introduction to Geographic Information Systems and Cartography	
EESC 205	GIS Applications in Environmental Science and Geology with Lab	
Total Credits		18

¹ A maximum of three (3) credits of 499 courses may count toward the upper level elective requirement.

General Education Requirements

The general education requirements for Bachelor of Arts/Bachelor of Science degrees (<https://catalog.umw.edu/undergraduate/general-education/requirements-bachelor-arts-bachelor-science-degrees/>) apply to all students who are seeking to earn an undergraduate B.A., B.S. or B.S.Ed. degree.

Students seeking a Bachelor of Liberal Studies degree have a separate set of BLS general education requirements (<https://catalog.umw.edu/undergraduate/general-education/requirements-bachelor-liberal-studies-degrees/>).

Electives

Elective courses are those that are not needed to fulfill a general education requirement or major program requirement but are chosen by the student to complete the 120 credits required for graduation with a B.A./B.S./B.S.Ed. degree or the BLS degree. These courses may be taken graded or pass/fail (or S/U in the case of physical education and 100-level dance). No student in a regular B.A./B.S./B.S.Ed. program may count more than 60 credits in a single discipline toward the 120 credits required for graduation.

Total Credits Required for the Degree: 120 credits

Plan of Study

For a suggested plan of study for the Marketing major, please contact the College of Business directly.

Business Faculty

Filiz Tabak, Dean for Faculty
Mukesh Srivastava, Chair

Professors

Christopher J. Garcia
Lance C. Gentry
David L. Henderson, III
Kenneth D. Machande

Kashef A. Majid
John S. Marsh
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Associate Professors

Wei Chen
Kanchan Deosthali
Alexandra M. Dunn
Rachel L. Graefe-Anderson
Sayan Sarkar

Assistant Professors

Samira Fallah
Siang-Ru [Lulu] Huang
Durgesh Pattanayak
Tsung-Hsuan Yang

Senior Lecturers

Kimberley L. Kinsley
Smita Jain Oxford

Instructors

Christopher H. Willis