

MARKETING MAJOR, BACHELOR OF ARTS IN BUSINESS ADMINISTRATION (BAB)

The Marketing curriculum prepares students for a wide variety of occupational possibilities. Marketers are involved with such activities as product planning, pricing decisions, advertising, sales management and marketing research. Marketing practitioners act as the connecting link between the firm and its external environment; they assist management in adapting the firm to an ever-changing society.

Students must be formally admitted to the Business Undergraduate Program or officially declared as a minor before enrolling in business classes in the major. See Business Administration Course Enrollment Policies for more information.

Courses taken for the Marketing Major beyond the required Business Administration Core are not counted double toward the Entrepreneurship, Finance, Human Resource Management Option, Operations Management Option or General Business Option majors.

Note: ECON 200 and ECON 201 are considered supporting courses and may be used to fulfill GEGRs as well as requirements for the Business Administration degree. However, these courses are not counted twice toward the total of 180 credits for graduation.

Required Business Administration Core

Lower Division

ACCT 251	PRINCIPLES OF FINANCIAL ACCOUNTING	5
ACCT 252	PRINCIPLES OF MANAGEMENT ACCOUNTING	4
ACCT 261	BUSINESS LAW	4
DSCI 245	DATA ANALYSIS FOR BUSINESS	4
ECON 200	INTRODUCTION TO MICROECONOMICS	5
ECON 201	INTRODUCTION TO MACROECONOMICS	5
ENGL 201	COLLEGE COMPOSITION: ANALYSIS, RESEARCH AND DOCUMENTATION	5
MATH 142	PRECALCULUS II	5
or MATH 161	CALCULUS I	
or MATH 200	FINITE MATHEMATICS	

Upper Division

DSCI 346	ADVANCED DATA ANALYSIS FOR BUSINESS	4
FINC 335	FINANCIAL MANAGEMENT	4
MGMT 326	ORGANIZATION THEORY AND BEHAVIOR	4
MGMT 423	BUSINESS AND SOCIETY	4
MGMT 490	DEPARTMENT SENIOR CAPSTONE	4
MISC 211	INFORMATION TECHNOLOGY IN BUSINESS	4
MKTG 310	PRINCIPLES OF MARKETING	4
OPSM 330	OPERATIONS MANAGEMENT	4

Required courses

MKTG 400	BUYER BEHAVIOR	4
MKTG 411	MARKETING RESEARCH	4
MKTG 412	MARKETING MANAGEMENT	4
MKTG 417	MARKETING ANALYSIS	4

Electives—choose approved, related electives in consultation with your faculty advisor	8-10
Total Credits	93-95

For information on General Education, see Undergraduate Degree (<http://catalog.ewu.edu/archives/2016-2017/undergraduate-degree>).

Student Learning Outcomes—students will

- analyze the impact of marketing environments on marketing strategy and performance;
- explain and apply consumer behavior principles and their implications for marketing strategy and practice;
- collect, analyze, interpret and report market data;
- apply marketing principles to segment consumer groups and develop appropriate positioning strategies;
- explain and apply the principles of managing the marketing mix as they relate to marketing planning and integrate these into a marketing plan.