

MARKETING

FIELD OVERVIEW

The BBA with a concentration in marketing provides undergraduate students with the analytical and technical tools, as well as a strong conceptual framework needed to understand consumer and organizational buying behavior and strategic marketing processes. These processes include market research, segmentation, targeting, positioning, integrated marketing communications, and relationship building. Students will develop competencies and skills in: identifying customer needs and wants; making decisions about which markets organizations should serve; designing product, service, and program offerings for these markets; planning and implementing strategies to communicate with and sell to these markets; and creating value through profitable relationships with customers as well as channel partners, suppliers, and other stakeholders.

CAREER CHOICES IN MARKETING

Upon successful completion of the GWSB field of concentration in marketing, students are well-suited for entry-level professional positions in sales, advertising, marketing research, retailing, brand management, customer service, consulting, purchasing, media planning, direct marketing, and public relations. Marketing also provides an excellent foundation for graduate studies in a wide range of areas, including business, public administration, public policy, international relations, and law. Various types of marketing positions can be found in all types of for-profit firms (business-to-consumer and business-to-business), non-profit organizations, and governmental agencies. An undergraduate degree in marketing offers students a very broad, diverse, and exciting array of career opportunities and also provides an excellent foundation for those with entrepreneurial aspirations.

PROGRAM OF STUDY

All GWSB students are expected to complete a range of prerequisite classes during their first two years at GW, some of which have a direct impact on later studies in marketing. During the freshman and sophomore years, students are exposed to basic economic and marketing principles in Microeconomics (ECON 11) and Macroeconomics (ECON 12), and basic statistical analysis techniques in Introduction to Business and Economic Statistics (STAT 51/53). These courses provide an important foundation for the business core courses in marketing, Basic Marketing Management (BADM 110), which is a required course for all GWSB students and a prerequisite to all field courses in marketing.

Students selecting the field of concentration in marketing, complete one Analytical Tools Elective, which prepares students for the statistical and computational analysis of business problems. They also complete one Field Tools Elective, which familiarizes students with common analytical techniques used in marketing. Students pursuing a field of concentration in marketing also choose one Field-Related Elective (a course outside of the marketing department). This course exposes students to other fields relevant to marketing, such as international business, psychology, sociology, anthropology, economics, or communications.

After completing the core course, Basic Marketing Management (BADM 110), students with a field of concentration in marketing are required to take three marketing field courses: Consumer Behavior (MKTG 142), Marketing Research (MKTG 143), and *either* Salesmanship & Sales Management (MKTG 150) or Advertising (MKTG 148). After completing Basic Marketing Management (BADM 110), Consumer Behavior (MKTG 142), and Marketing Research (MKTG 143), students complete the program's capstone field course, Marketing: Strategic Planning (MKTG 159).

MARKETING

Course	Course Title	Prerequisites
Core		
BADM 110*	Marketing Management	STAT 51/53 & ECON 012
Analytical Tools Elective (Choose One)		
STAT 112	Business and Economic Statistics II	STAT 51/53
STAT 118	Regression Analysis	STAT 51/53
Field Tools Elective (Choose One)		
<i>See University Bulletin for Required Prerequisites & Course Descriptions</i>		
ANTH 157, COMM 120, COMM 174, ENGL 100, ENGL 101, ECON 123, ECON 136, ECON 148, GEOG 125, GEOG 134, MGT 115, NSC 175, NSC 176, SMPA 152, PHIL 045, PHIL 135, PSYC 119, PSYC 121, PSYC 125, PSYC 129, PSYC 131, PSYC 144, PSYC 150, PSYC 152, PSYC 156, SOC 101, SOC 102, SOC 105, SOC 111, SOC 168, SOC 169, SOC 173, WSTU 121, WSTU 152		
Field Courses (Choose Four)		
MKTG 142*	Consumer Behavior	BADM 110
MKTG 143*	Marketing Research	BADM 110 & BADM 64
MKTG 159* **	Marketing: Strategic Planning	BADM 110, MKTG 142 & 143
MKTG 148 (FALL ONLY)	Advertising	MKTG 142
MKTG 150	Sales and Salesmanship	BADM 110
Field-Related Elective (Choose One)		
AMST 167	Themes in US Cultural History	NO PREREQUISITES
ANTH 153	Psychological Anthropology	ANTH 2
COMM 150	Persuasion	COMM 25
COMM 176	Issues and Image Management	COMM 40/41
ECON 158	Industrial Organization	ECON 11& 12
SMPA 175	Media Management	
GEOG 145	Cultural Geography	GEOG 1
IBUS 160	Introduction to International Business	ECON 11& 12
IBUS 166	International Marketing Management	BADM 110 & BADM 145
IBUS 168	Foreign Market Analysis	BADM 110, IBUS 166
SMPA 152	Principles of Public Relations	NO PREREQUISITES
PSYC 121	Memory and Cognition	PSYC 1
SOC 168	Economic Sociology	SOC 1
TSTD 136	Sport and Event Marketing	BADM 110

Or another course with permission of the Field Advisor

***REQUIRED**

** MKTG 149: Advanced Advertising Campaign may replace MKTG 159 with a signed petition. (Spring ONLY)

(NOTE: Prerequisite for MKTG 149 is MKTG 148.)

MARKETING FIELD COURSE SEQUENCE

