

MARKETING FOCUS

STUDENT ADVISING

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

American Marketing Association

The following are courses that can be used in a Marketing focus or for free electives.
(courses are 3 credits unless otherwise noted)

Business:

BA 305	Business Analysis & Report Writing
BA 311	Personal Selling
BA 345	Internet & Electronic Commerce (4 credits)
BA 370	Business & Society
BA 410	Marketing Research
BA 415	Advertising & Promotion
BA 455	Advertising Writing
BA 475	Sales Management
BA 477	Topics in Marketing (topic changes – can retake with new topic)
BA 486	International Marketing

The following courses require special arrangement with an instructor.

BA 399*	Special Studies (1-12 credits)
BA 406*	Special Individual Studies (1-12 credits)
BA 407*	Seminar (1-12 credits)
BA 409*	Internship (1-12 credits)

* There is a limit of 12 total credits of any combination of open-ended courses used in the focus.

Economics:

EC 315	Econometric Analysis & Report Writing (4 credits)
EC 360	Industry Studies (4 credits)

Entrepreneurship:

ENT 330	Planning & Creating New Ventures
ENT 350	Small Business Management
ENT 360	Small Business Marketing
ENT 460	Entrepreneurship in Action

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The following are non-business courses that may be considered for the Marketing Focus with the approval of your Marketing Advisor. In addition, students who have submitted a degree plan with the Registrar's Office will be required to complete a substitution form to allow these courses to count toward the Business Degree.

Writing:

WR 321 Business Writing (4 credits)

Communication Studies:

COM 312 Public Relations Communication
COM 324 Business & Professional Communication
COM 342 Media Literacy
COM 410 Communication & Event Planning
COM 422 Persuasion

Computer Science Education:

CSE 415 Designing Information
CSE 430 Desktop Publishing & Presentations