

# Express your creativity as a Marketing major!



For more information visit our website at  
[www.wvc.edu/academics/schools/business](http://www.wvc.edu/academics/schools/business)  
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# MARKETING MAJOR (MRKT.BS)

## General Studies

ENGL 101/INDS 106 w/ C(2.0) [3 hrs]  
 ENGL 102/INDS 102 w/ C(2.0) [3 hrs]  
 COMM 211/INDS 103 w/ C (2.0) [3 hrs]  
 Advanced Composition  
 Met by: \_\_\_\_\_ BUSI 497 [3 hrs]  
 BIOL/CHEM/ENVS/PHSC/PHYS w/ lab [3 hrs]/ INDS 112 [4 hrs]  
 BIOL/CHEM/ENVS/PHSC/PHYS w/ lab [3 hrs]/ INDS 112 [4 hrs]  
 MATH/PSYC 225/230/INDS 114 [3-4 hrs]  
 RELG/INDS 111 [3-4 hrs]  
 PHIL [3 hrs]/INDS 110 [4 hrs]  
 INDS 120 [3 hrs]/INDS 116 [4 hrs]  
 Any literature course/INDS 113 [3 hrs]  
 Fine Arts  
     ART/DANC/MUSC/THRE/ENGL 213/INDS 107 [3-4 hrs]  
 OR  
     MUSC/THRE [2 hrs]  
     Same discipline [1 hr]  
 OR  
     MUSC/THRE [1 hr]  
     Same discipline [1 hr]  
     Same discipline [1 hr]  
 HIST 100 or 200 level except HIST-201 or INDS-117 [3-4 hrs]  
 CJUS/GEOG/ECON/POLS/PSYC/SOCI [3 hrs]/INDS 104 [4 hrs]  
 US Cultural Studies [3 hrs]/INDS 109 [4 hrs]  
 Intl Cultural Studies [3 hrs]/INDS 108 [4 hrs]  
 PHED 110/130/140/201/240/EXSC 120/121 [3 hrs]/  
 INDS 105 [4 hrs]

**120 hours required for graduation**

## Learning Outcomes

Upon completion of this program, graduates will be able to:

1. Identify the ethical values marketers should embrace
2. Define the role of marketing in organizations and how marketers create value for a product or service
3. Describe the elements of and steps involved in developing a strategic marketing plan
4. Apply techniques used in making marketing strategy decisions and analyzing a marketing situation
5. Discuss the different techniques for segmentation and defining the target audience
6. Explain the steps in the consumer buying process, the psychological and social/cultural factors that affect buyer behavior, and post-purchase outcomes
7. Implement the marketing research process
8. Explain the various components of and strategies for branding
9. Explain the various stages involved in developing a new product or service; describe the product life cycle concept; identify different groups of adopters
10. Describe the various principles and strategies used to set prices, and the variety of pricing orientations considered
11. Describe the flow of merchandise and information in the supply chain, the various levels of distribution intensity, and types of retailers

## Core Requirements

	Hrs.
BUSI 111 Prin. of Financial Accounting	3
BUSI 114 Prin. of Managerial Accounting	3
BUSI 131 Prin. of Management	3
BUSI 141 Prin. of Marketing	3
BUSI 221 Principles of Finance	3
OR	
BUSI 354 Sport Finance	3
BUSI 250 Legal Environment of Business	3
BUSI 497 Business Policy and Strategy	3
CSCI 250 Management of Information Systems	3
ECON 110 Prin. of Macroeconomics	3
ECON 120 Prin. of Microeconomics	3
ECON 250 Statistics for Business and Economics	3
<b>33 hours</b>	

## Marketing Requirements

	Hrs.
BUSI 242 Advertising & Public Relations	3
BUSI 343 Consumer Behavior	3
BUSI 348 Marketing Research & Strategy	3
ART 141 Intro to Design Software	3
ART 265 Web Design	3
<u>Three of the following courses:</u>	
BUSI 145 Social Media	1
BUSI 146 Business-to-Business Marketing	1
BUSI 147 Global Marketing	1
BUSI 148 Event Marketing	1
BUSI 149 Personal Sales Management	1
COMM 234 Principles of Visual Comm.	1

18 hours

**51 total hours**

12. Apply the principles of marketing communication, and the strategies, channels used, and budgeting considerations to effectively communicate with stakeholders
13. Identify marketing metrics and processes used to measure integrated marketing communications success
14. Explain the role of building relationships with stakeholders and the importance of meeting customer wants and needs
15. Develop appropriate content for various audiences and purposes using different types of communication channels, including social media
16. Apply basic design principles to various traditional and non-traditional communication channels
17. Demonstrate a practice of continuous learning and the ability to locate, evaluate, and apply contemporary information about marketing from a variety of sources