

MARKETING BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Program Overview

The Marketing major provides both a theoretical understanding and a managerial/applied perspective regarding the principles of marketing and an understanding of marketing's interaction with other functional areas of the organization. Marketing majors receive a broad exposure to the diversity of marketing activities and an opportunity to tailor the program to their own interests. Central to these ends, the courses develop an understanding of the vocabulary of marketing, the process of exchange and the role of relevant information in decision-making. Experience with diagnosing and analyzing marketing problems as well as developing and implementing courses of action is emphasized.

Students of marketing prepare for professional careers in marketing management, product management, marketing research, consumer analysis, advertising management, selling and promotion, brokerage, and related positions.

Marketing Major Requirements

The marketing major has a set of required courses and three elective courses, two of which must be marketing courses. Students wishing to emphasize a sub-area in marketing should consult with their advisors on the best electives to select.

Code	Title	Hours
Business Core Courses		
ACCT 041	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 042	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BLAW 060	BUSINESS LAW I	3
BUS 001	WELCOME TO BUSINESS	1
BUS 002	CAREER READINESS AND PROFESSIONALISM	1
BUS 003	PERSONAL BRANDING EXCELLENCE	1
BUS 004	PURSUING YOUR NORTH STAR	1
BUS 070	GLOBALIZATION	3
BUS 195	BUSINESS STRATEGY AND POLICY	3
ECON 002	PRINCIPLES OF MICROECONOMICS	3
IS 044	MICROSOFT OFFICE TOOLS FOR BUSINESS ANALYSIS	2
IS 075	INFORMATION TECHNOLOGY AND BUSINESS	3
FIN 101	CORPORATE FINANCE	3
MATH 028	BUSINESS CALCULUS (or higher)	3
MGMT 110	ORGANIZATIONAL BEHAVIOR	3
MGMT 120	MANAGEMENT OF OPERATIONS	3
MKTG 101	MARKETING PRINCIPLES	3
Select one of the following:		3-3.5
ACTS 131 & 131L	INTRODUCTION TO PROBABILITY I and INTRODUCTION TO PROBABILITY I LAB	
STAT 071	STATISTICS I	
Select one of the following:		3
ACTS 135	MATHEMATICAL STATISTICS	

STAT 072	STATISTICS II	
Major Requirements		
MKTG 113	MARKETING RESEARCH	3
MKTG 115	CONSUMER BEHAVIOR	3
MKTG 120	DIGITAL MARKETING	3
MKTG 195	MARKETING MANAGEMENT	3
PSY 001	INTRODUCTION TO PSYCHOLOGY (with lab)	4
All Marketing majors must take three elective courses (9 hours total), two of which (6 hours) must be MKTG courses.		9
Select at least two of the following:		
MKTG 102	PROFESSIONAL SELLING	
MKTG 104	SALES MANAGEMENT	
MKTG 106	INTEGRATED MARKETING COMMUNICATION	
MKTG 111	DIRECT AND INTERACTIVE MARKETING	
MKTG 130	MARKETING ANALYTICS	
MKTG 170	GLOBAL MARKETING	
MKTG 180	NEW PRODUCT MARKETING	
MKTG 198	SPECIAL TOPICS IN MARKETING	
or MKTG 199: INDEPENDENT STUDY		
Select no more than one of the following:		
ART 021	DIGITAL MEDIA	
BUS 191	INTERNSHIP IN BUSINESS	
ECON 170	INTRODUCTION TO ECONOMETRICS	
IS 114	ADVANCED INFORMATION TECHNOLOGY APPLICATIONS FOR BUSINESS	
IS 145	WEB SITE TECHNOLOGY	
IS 160	DATABASE MANAGEMENT	
JMC 058	FOUNDATIONS OF VISUAL COMMUNICATION	
JMC 085	PUBLIC RELATIONS PRINCIPLES	
JMC 117	MEDIA ANALYTICS AND INSIGHTS	
MGMT 182	HUMAN RESOURCE MANAGEMENT	
MGMT 184	LEADERSHIP AND PERSONAL DEVELOPMENT	
MGMT 186	COMPENSATION AND BENEFITS	
Total Hours		73-73.5

In addition to programmatic requirements, students are responsible for satisfying all requirements of the Drake Curriculum (<https://catalog.drake.edu/undergraduate/academic-information/drake-curriculum/>), including Areas of Inquiry (AOI)

Student must also satisfy university graduation requirements (<https://catalog.drake.edu/undergraduate/academic-information/graduation-requirements/>) for all undergraduate students..

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