MARKETING MAJOR (18 credits)

A major in marketing acquaints students with the business decisions that surround the satisfaction of customer needs in the purchase and use of goods and services. Examples of marketing decision areas are product development, pricing, marketing communication, marketing analytics, and personal selling. Completion of the major prepares students for careers such as product manager, marketing analyst, digital marketing specialist, marketing consultant, advertising or promotions manager, marketing researcher, sales representative or manager, and special event manager; in the public and private sectors.

The instructional objective of the Marketing department is to provide knowledge of the marketing process and an understanding of its functions. The students are expected to develop decision-making skills, computational skills, and communication skills with appreciation for global marketplace and ethical concerns. In addition to the basic business foundation and core courses, marketing majors are required to complete 18 credits of marketing or department-approved courses. Included in these 18 credits are three required courses:

**REQUIRED (9 CREDITS)**

- MKT 444 Marketing Research
- MKT 447 Consumer Behavior
- MKT 443 Strategic Marketing Management

*Prerequisite(s)*

- MKT 340, STAT 226
- MKT 340
- Graduating Senior, MKT 444 and MKT 447

**ELECTIVE COURSES (9 CREDITS)**

Select 9 credits of MKT department courses, or select one of the three MKT elective TRACKS described below.

**OPTIONAL MARKETING ANALYTICS TRACK (9 CREDITS)**

- MKT 368 Spreadsheet Based Marketing Models
- MKT 445 Customer Relationship Management

Select 3 additional credits of MKT Department Courses.

**OPTIONAL SALES TRACK (9 CREDITS)**

- MKT 343 Personal Sales
- MKT 442 Sales Management
- MKT 451 Marketing Channels

**OPTIONAL BRANDING TRACK (9 CREDITS)**

Select 9 credits from:

- MKT 368 Spreadsheet Based Marketing Models
- MKT 410 Promotional Strategy
- MKT 448 Global Marketing
- MKT 453 Brand Management

**Other MKT courses**

- MKT 342X Foundation of Personal Selling
- MKT 351 Services Marketing
- MKT 446* Retailing
- MKT 449* Marketing Seminar
- MKT 492* Comparative Marketing

*Courses not offered on a regular basis. Students should consult with their Academic Adviser about terms of offering.

**Other Graduation Requirements:** (for full degree requirements see your degree audit or the curriculum guide)

1. Minimum of 122 credits (hrs) total;
2. 42 crs. of 300 level or higher coursework from a 4-year school;
3. Grade of “C” or better in two of the three required English courses;
4. Grade of “C” or better in at least 30 credits of business core and major;
5. 50% of required Bus courses must be earned at ISU;
6. The last 32 credits for a degree must be taken at ISU (exceptions for Study Abroad and Internship may be requested);
7. All 300 level and higher business credits must be earned at a four-year college;
8. Cumulative ISU grade point of at least 2.0 with no Quality Point Deficiencies;
7. Multiple business majors must have 15 distinct credits in each of the major requirements; see adviser regarding multiple business degree requirements.

March 2017