A business not only designs and manufactures products, but also markets and sells them to manufacturers, wholesalers, retailers, and consumers. All the activities that direct the flow of goods and services from producer to consumer are classified as marketing concerns. Once an organization determines a customer’s needs and wants, its first objective is to produce goods or services to satisfy that particular customer. Essential in all types of businesses are product design, research, pricing, packaging, transportation, advertising, selling, and servicing.

The concentration in marketing is designed to familiarize students with the marketing process and to provide them with the theoretical concepts, skills, and tools necessary to enter and advance successfully in one of the many possible career paths. Students are shown how to evaluate consumer behavior, employ advertising principles, utilize market research and testing, and develop ways to position products and services in a favorable light. They also are exposed to the changing economic, political, legal, ethical, and cultural contexts in which marketing strategies must be developed.

Students may select courses that lead to one of many career paths within marketing: product or brand management, marketing research, advertising management, retail management, sales management, or international marketing management.

BSBA in Marketing

COLLEGE OF BUSINESS ADMINISTRATION BSBA
CORE REQUIREMENTS
See page 244 for requirement list.

MARKETING MAJOR REQUIREMENTS
Complete the concentration in marketing from the list “BSBA Business Concentrations” on page 246.

OPEN ELECTIVES
Complete eight elective courses. Four electives can be used toward completion of an additional business concentration from the list “BSBA Business Concentrations” on page 246.

BUSINESS GPA REQUIREMENT
A minimum 2.000 GPA is required in business courses.

NU CORE REQUIREMENTS
See page 42 for requirement list.

GENERAL ELECTIVES
Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.