

Marketing

Division Chair: Michael Glissmeyer

Faculty: Brian Jorgensen, Nancy Panos Schmitt

Marketing Courses

Program Goals

Students can complete the Bachelor of Science in Marketing, or the Bachelor of Arts in Marketing. The Marketing major is designed to prepare students to deliver marketing results in a variety of organizations. The major will ensure that students (1) understand the field of marketing and (2) master the fundamental marketing principles and tools necessary to assure success as marketers. Students completing majors in Marketing can:

- Analyze the competitive environment and the firm's positioning to develop successful advertising campaigns.
- Demonstrate effective selling skills.
- Use a variety of quantitative and qualitative market research methods for marketing decision-making.
- Prepare a successful marketing plan for changing environments.

Program Requirements

To fulfill the requirements for the Marketing major, students must complete the courses outlined below. Students must maintain a minimum 2.3 GPA in business program coursework. Students are also required to complete the ETS Major Field Test in Business before they are eligible to graduate. Exceptions may be considered by program chair when relocation or other conditions make completion of the test impractical.

Students must meet the college-wide graduation requirements in addition to the Marketing major:

- WCore requirements
- 30 upper division hours
- 124 total hours

Undergraduate Business Core

Students in all business majors, including marketing, complete a common undergraduate core designed to develop skills in all functional areas of business.

There are two components to the common undergraduate core: the lower-division requirements, and the upper-division requirements. Since many of the lower-division core requirements are prerequisites for upper-division core requirements, students should work to complete lower-division courses early in their programs. Upper-division core requirements should be taken when

prerequisites are met. Prerequisites are noted in the table below.

REQUIREMENT DESCRIPTION	CREDIT HOURS	PREREQUISITES
I. Core Lower Division Courses	25	
ACCT 213 Financial Accounting (3)		BUSI 102* or BUSI 101A and BUSI 101B
BUSI 101A Business Fundamentals I: Communicating (3)		
BUSI 101B Business Fundamentals I: Calculating (3)		MATH 101 or above
BUSI 200 Applied Business Math and Modeling (3)		BUSI 102* or BUSI 101A and BUSI 101B
BUSI 225 Business Law and Ethics (3)		BUSI 102* or BUSI 101A and BUSI 101B
ECON 253 Elementary Macroeconomics (3)		MATH 101 or above
ECON 263 Elementary Microeconomics (3)		MATH 101 or above
<i>Choose one of the following courses:</i>		
<ul style="list-style-type: none"> • DATA 150 Data and Society (4) • DATA 220 Introduction to Statistics (4) 		
(DATA 220 is strongly recommended for Marketing majors)		
II. Core Upper Division Courses	23-25	
ACCT 313 Managerial Accounting (3)		ACCT 213
BUSI 300 Information Technology (3)		BUSI 200
BUSI 350 Business Fundamentals II: Integrative Core (2) <i>The ETS exam is administered in BUSI 350. For ETS information, click here</i>		ACCT 313; BUSI 225, 300; DATA 150 or 220; ECON 263; FINC 300; MGMT 305, MGMT 309; MKTG 300.
BUSI 440 <i>or</i> BUSI 441 <i>or</i> BUSI 442 Business Fundamentals III: Internship (1-8) Business Practicum (2-4) Business Portfolio (2)		BUSI 350, junior or senior standing, and signed approval from the Practice/Exp Director.

(Transfer students must complete a min. of 15 Westminster credit hours or obtain permission of instructor prior to completing an internship for credit.)

All business majors are required to complete BUSI 440 or BUSI 441 or BUSI 442.

FINC 300	Business Finance (3)	BUSI 200 and ACCT 213
MGMT 305	Principles of Management (4)	BUSI 102* or BUSI 101A and BUSI 101B
MGMT 309	Operations Management (3)	BUSI 200
MKTG 300	Principles of Marketing (3)	BUSI 102* or BUSI 101A and BUSI 101B

TOTAL REQUIRED HOURS	48-50	
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*BUSI 102, Business Fundamentals I for Transfer Students, is only an option for transfer students or student majoring in arts administration; all other students should take BUSI 101A/BUSI 101B.

Bachelor of Science in Marketing

REQUIREMENT DESCRIPTION	CREDIT HOURS	PREREQUISITES
I. Undergraduate Business Core	48-50	
Please refer to Undergraduate Business Core for requirements.		
II. Requirements	12	
MKTG 303 Professional Selling (4)		MKTG 300
MKTG 428 Advertising (4) – offered fall		MKTG 303
MKTG 435 Marketing Research and Planning (4) – offered spring		MKTG 300 and DATA 150 or 220; senior standing
III. Electives	8	
<i>Choose eight hours of elective coursework from the following:</i>		
COMM 326 Introduction to Web Writing and Design (4)		
MGMT 400 Global Business Strategy (4) – offered spring		MGMT 305 or MKTG 300
MKTG 305 Entrepreneurial Marketing – (2) (not available as an elective for Entrepreneurship minors)		

MKTG 412 Special Topics in Marketing (1-4)

MKTG 420 Consumer Behavior (4) – offered fall

MKTG 300

Or other upper division electives as approved by advisor

IV. Senior Capstone	4	
MKTG 490 Senior Seminar in Marketing (4) – offered spring		MKTG 428
TOTAL HOURS FOR THE B.S. MARKETING PROGRAM	72–74	

Bachelor of Arts in Marketing

REQUIREMENT DESCRIPTIONS	CREDIT HOURS	PREREQUISITES
I. Undergraduate Business Core	48-50	
Please refer to Undergraduate Business Core for requirements.		
II. Bachelor of Arts Requirements	12	
<p><i>Students completing the Bachelor of Arts option (B.A.) must complete either:</i></p> <p>a. A declared academic minor other than a Business minor (<i>Economics, Entrepreneurship, and Sports Management cannot be used</i>); or</p> <p>b. Twelve credit hours of a single world language; or</p> <p>c. Eight credit hours of a single world language, and either:</p> <ul style="list-style-type: none"> • four credit hours of a Westminster May term study/cultural international experience, or • four credits of an international study tour transferred from an accredited college or university. <p><i>See World Language Requirement for equivalencies, AP and CLEP credit policy.</i></p>		
III. Upper Division Required Courses	12	
MKTG 303 Professional Selling (4)		MKTG 300
MKTG 428 Advertising (4) – offered fall		MKTG 303
MKTG 435 Marketing Research and Planning (4) – offered spring		MKTG 300 and DATA 150 or 220; senior standing
IV. Electives	4	
COMM 326 Introduction to Web Writing and Design (4)		

MGMT 400 Global Business Strategy (4) – offered spring

MGMT 305 or MKTG 300

MKTG 305 Entrepreneurial Marketing – (2) (not available as an elective for Entrepreneurship minors)

MKTG 412 Special Topics in Marketing (1-4)

MKTG 420 Consumer Behavior (4) – offered spring

MKTG 300

Or other upper division electives as approved by advisor

V. Senior Capstone

4

MKTG 490 Senior Seminar in Marketing (4) – offered spring

MKTG 428

TOTAL HOURS FOR THE B.A. MARKETING PROGRAM

80–82

Recommended Plan of Study

Starting Business as a First-Year Student

	Fall Semester	Spring Semester
Freshman Year	WCORE 1 WCORE 2 BUSI 101A BUSI 101B	WCORE 3 WCORE 4 ECON 253 BUSI 225
Sophomore Year	WCORE 5 WCORE 6 BUSI 200 DATA 220	ECON 263 MKTG 300 ACCT 213 MGMT 305 BUSI 300
Junior Year	MGMT 309 ACCT 313 FINC 300	BUSI 350 MKTG Elective Language I (B.A.)
Senior Year	MKTG 428 MKTG Elective (B.S.) Language II (B.A.)	MKTG 435 MKTG 490 BUSI 440, 441 or 442 Language III (B.A.)

Starting Business as a Sophomore

	Fall Semester	Spring Semester
Freshman Year	WCORE 1 WCORE 2 WCORE 3	WCORE 4 WCORE 5 WCORE 6

Sophomore Year

BUSI 101A	BUSI 200
BUSI 101B	ACCT 213
BUSI 225	ECON 253
DATA 220	MGMT 305
	MKTG 300

Junior Year

ACCT 313	BUSI 350
BUSI 300	MKTG 303
MGMT 309	MKTG Elective
FINC 300	Language I (B.A.)
ECON 263	

Senior Year

MKTG 428	BUSI 440, 441 or 442
MKTG Elective (B.S.)	MKTG 435
Language II (B.A.)	MKTG 490
	Language III (B.A.)