

# Marketing, B.S.B.AD.

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## Degree Offered

- Bachelor of Science in Business Administration

## Nature of the Program

Marketing professionals are involved in the exchange of value through planning, promoting, pricing, and distributing products and services. The marketing program is designed to give students a strong understanding of the elements of marketing plans used by organizations to satisfy customer needs and wants. In addition to the foundations of marketing strategy, the required courses provide an appreciation of how marketing strategies are used in the globalized economy. Students may select from three tracks: integrated digital marketing communications (iDMC), professional sales, and start up/high tech marketing. Career opportunities for marketing majors include:

- Advertising
- Brand Management
- Communication
- Customer Relationship Management
- Digital Marketing
- Distribution and Channel Management
- Influencer Marketing
- International Business
- Marketing Analytics
- Marketing Management
- Product Management
- Professional Sales
- Promotions
- Retail Management
- Sports Marketing
- Sustainable Marketing

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## FACULTY

### CHAIR

- Annie Peng Cui - Ph.D. (Kent State University)  
International Marketing and Brand Management

### PROFESSORS

- Jody Crosno - Ph.D. (University of Kentucky)  
Marketing Channels, Product and Price Policies
- Annie Peng Cui - Ph.D. (Kent State University)  
International Marketing and Brand Management
- M. Paula Fitzgerald - Ph.D. (University of South Carolina)  
Consumer behavior, Promotion, Marketing research
- Michael Walsh - Ph.D. (University of Pittsburgh)  
Integrated marketing communications, Sales, Global Marketing, Public policy and marketing

### ASSOCIATE PROFESSORS

- Laurel Ayne Cook - Ph.D. (University of Arkansas)  
Consumer collaboration, Consumer health & welfare, Public policy
- Xinchun Wang - Ph.D. (Texas Tech University)  
Marketing Strategy, Innovation, B2B marketing, and International business

### ASSISTANT PROFESSORS

- Julian Givi - Ph.D. (Carnegie Mellon University)  
Consumer Behavior, Gift Giving

- Emily Tanner - Ph.D. (Oklahoma State University)  
Formation and management of marketing relationships and the outcomes associated with strong relationships

## TEACHING ASSISTANT PROFESSORS

- David Brauer - D.B.A. (Durham University)  
Professional Sales, Distribution Channels
- Joseph Derby - Ph.D. (Texas Tech University)  
Professional Sales and Marketing Strategy
- Suzanne O'Connell - MBA  
Professional Sales, Marketing
- Khue (Kylie) Vo - Ph.D. (University of North Texas)  
Consumer Behavior and Social Media Marketing

## EMERITUS

- James R. Brown - D.B.A.
- Robert Cook
- Cy Logar
- Philip Mahin
- John L. Porter

## Admissions for 2025-2026

**For specific information regarding the admissions requirements for First Time Freshmen to the John Chambers College of Business and Economics, please visit** Chambers admissions (<http://catalog.wvu.edu/undergraduate/collegeofbusinessandeconomics/#admissionstext>).

Students who are direct admitted to the major as first-time freshmen must possess an overall university GPA of at least 2.5 and have completed the course prerequisites listed in the table below with minimum grade of C-, unless otherwise noted, to be eligible to enroll in upper-division course work.

Students who are not direct admitted to the major (i.e. Business) will declare the major during the semester in which they satisfy the course prerequisites listed below. Applicants also must possess an overall GPA of at least 2.5 to be considered for admission to the major.

Code	Title	Hours
ACCT 201	Principles of Accounting 1	3
BCOR 121	Introduction to Business Applications	2
ECON 201 & ECON 202	Principles of Microeconomics and Principles of Macroeconomics	6
ECON 225 or STAT 211	Elementary Business and Economics Statistics Elementary Statistical Inference	3
Choose one of the following:		3-6
ENGL 101 & ENGL 102	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research	
ENGL 103	Accelerated Academic Writing	
MATH 124	Algebra with Applications	3
Total Hours		20-23

Major Code: 2163

[Click here to view the Suggested Plan of Study \(p. 4\)](#)

## Marketing Program Requirements

### General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
<b>General Education Foundations</b>		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

## Degree Requirements

To qualify for the degree of Bachelor of Science in Business Administration, Marketing, students must meet the following criteria:

- Complete a minimum of 120 credit hours.
- Possess a minimum overall GPA of 2.0.
- Possess a GPA of 2.0 for all major courses, calculated using all attempted GPA hours unless excluded by the D/F repeat policy.
- The John Chambers College of Business and Economics accepts all baccalaureate transferable course work completed at public and private colleges in West Virginia and other regionally accredited institutions. Since the College is AACSB accredited, upper-division courses (courses equivalent to 300/400 level at WVU) must be evaluated by the Dean or designee before they may count toward business core, major core and major restricted electives in the Bachelor of Science in Business Administration or Bachelor of Science in Economics program.

Code	Title	Hours
University Requirements		34
Program Requirements		23
Business Core Requirements		33
Marketing Major Requirements		30
Total Hours		120

## University Requirements

Code	Title	Hours
Outstanding GEF Requirements 2, 5, 6, 7 and 8		16
BCOR 191	First-Year Seminar	1
General Electives		17
Total Hours		34

## Program Requirements

Code	Title	Hours
ACCT 201	Principles of Accounting 1 (Minimum grade of C-)	3
BCOR 121	Introduction to Business Applications (Minimum grade of C-)	2
ECON 201	Principles of Microeconomics (Minimum grade of C-; GEF 4)	3
ECON 202	Principles of Macroeconomics (Minimum grade of C-; may fulfill GEF 8)	3
Select one of the following (Minimum Grade of C-; GEF 1):		3-6
ENGL 101 & ENGL 102 ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
Select one of the following (Minimum grade of C-; may fulfill GEF 8):		3

ECON 225	Elementary Business and Economics Statistics	
STAT 211	Elementary Statistical Inference	
MATH 124	Algebra with Applications (Minimum grade of C-; may fulfill GEF 3)	3
Total Hours		23

## Business Core Requirements

Code	Title	Hours
ENTR 102	Fundamentals of Entrepreneurship	3
BCOR 199	Introduction to Business	3
BCOR 299	Business Communication (Fulfills Writing and Communication Skills Requirement)	3
BCOR 320	Legal Environment of Business	3
BCOR 330	Information Systems and Technology	3
BCOR 340	Principles of Finance	3
BCOR 350	Principles of Marketing (minimum grade of C-)	3
BCOR 360	Supply Chain Management	3
BCOR 370	Principles of Management	3
BCOR 380	Business Ethics	3
BCOR 460	Contemporary Business Strategy	3
Total Hours		33

## Marketing Major Requirements

Code	Title	Hours
Possess a minimum GPA of 2.0 for all major courses calculated using all attempted GPA hours unless excluded by the D/F repeat policy.		
MKTG 315	Buyer Behavior	3
MKTG 320	Professional Selling 1	3
MKTG 325	Marketing Research	3
MKTG 330	Distribution Channels	3
MKTG 350	Product and Brand Management	3
MKTG 485	Global Marketing	3
or MKTG 440	Export Management	
Area of Emphasis *		12
Total Hours		30

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Students may opt to complete 12 additional hours of 300/400 level MKTG coursework for instances where an Area of Emphasis cannot be achieved.

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MKTG 491, Professional Field Experience, may be used to fulfill marketing elective credit. A maximum of three credit hours of professional field experience may be counted.

## Suggested Plan of Study

### First Year

Fall	Hours	Spring	Hours
BCOR 199		3 ACCT 201	3
BCOR 191		1 ECON 201 (GEF 4)	3
BCOR 121		2 ENGL 101 (GEF 1)	3
MATH 124 (GEF 3)		3 GEF (Choose from F2, F5, F6, F7 or F8)	3
ENTR 102		3 Minor or General Elective	3
GEF (Choose from F2, F5, F6, F7 or F8)		3	
		15	15

### Second Year

Fall	Hours	Spring	Hours
ECON 202 (GEF 8)		3 BCOR 299	3

ECON 225 (GEF 8)	3	BCOR 320	3
ENGL 102 (GEF 1)	3	BCOR 330	3
GEF (Choose from F2, F5, F6, F7 or F8)	6	BCOR 350	3
		BCOR 370	3
	15		15

**Third Year**

Fall	Hours	Spring	Hours
BCOR 340		3 BCOR 380	3
BCOR 360		3 MKTG 325	3
MKTG 315		3 MKTG 330	3
MKTG 320		3 Area of Emphasis Course	3
GEF (Choose from F2, F5, F6, F7 or F8)		3 GEF (Choose from F2, F5, F6, F7 or F8)	3
	15		15

**Fourth Year**

Fall	Hours	Spring	Hours
MKTG 350		3 BCOR 460	3
Area of Emphasis Courses		6 MKTG 485 or 440	3
Minor or General Electives		6 Area of Emphasis Course	3
		Minor or General Electives	6
	15		15

Total credit hours: 120

**Areas of Emphasis Offered:**

- Digital Marketing Promotions (p. 5)
- Professional Sales (p. 5)
- Start Up/High Tech Marketing (p. 5)

**DIGITAL MARKETING PROMOTIONS AREA OF EMPHASIS**

Code	Title	Hours
MKTG 380	Integrated Promotions	3
MKTG 389	Online Analytics	3
MKTG 474	Integrated Promotions Campaign	3
MKTG 475	Social Media and Marketing	3
Total Hours		12

**PROFESSIONAL SALES AREA OF EMPHASIS**

Code	Title	Hours
MKTG 321	Professional Selling 2	3
MKTG 345	Selling with Digital Media	3
MKTG 420	Sales Management	3
MKTG 415	Customer Relationship Marketing	3
Total Hours		12

**START UP/HIGH TECH MARKETING AREA OF EMPHASIS**

Code	Title	Hours
MKTG 435	Artificial Intelligence and Its Application in Marketing	3
MKTG 445	Start Up Marketing Promotions	3
ENTR 400	Advanced Concepts in Entrepreneurship	3

## Major Learning Outcomes

### MARKETING

The overall goal of the undergraduate marketing program at the College of Business and Economics is to provide students with a rigorous education that prepares them for successful careers as professional marketing executives in industry, and for further graduate studies. More specifically, the marketing program has the following Learning Goals:

- Students will develop an understanding of the strategic marketing management planning process, and be able to integrate the various facets of marketing and apply these concepts to marketing decisions and the development of marketing plans.
- Students will demonstrate quantitative marketing techniques and be able to conduct, analyze and interpret marketing research
- Students will be able to describe the major types of consumer buying behavior, the stages in the buyer decision process and how the firms' marketing strategy and marketing mix must evolve and adapt to match consumer behavior.
- Students will be able to describe major bases for segmenting consumer and business markets; define and be able to apply the concepts of market segmentation, target marketing, and market positioning to a marketing situation.
- Students will be able to demonstrate the ability to develop marketing strategies based on product, price, place and promotion objectives.
- Students will be able to evaluate and assess the legal, ethical and social responsibility ramifications of marketing actions and decisions.
- Students will be able to demonstrate an understanding of global marketing and how to adapt domestic marketing programs to the global market.