Marketing

Degree Offered

• Bachelor of Science in Business Administration

Marketing Program Objectives

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 sustainable pathways to markets. Career opportunities for marketing majors include:

• Digital Marketing
• Distribution and Channel Management
• International Business
• Marketing Analytics
• Marketing Management
• Product Management
• Professional Sales
• Promotions
• Retail Management
• Sustainable Marketing

FACULTY

CHAIR

• Michael Walsh - Ph.D. (University of Pittsburgh)
  Integrated marketing communications, Services marketing, Public policy and marketing

PROFESSORS

• James R. Brown - D.B.A. (Indiana University)
  K-mart chair, Distribution strategies
• M. Paula Fitzgerald - Ph.D. (University of South Carolina)
  Consumer behavior, Promotion, Marketing research

ASSOCIATE PROFESSORS

• Jody Crosno - Ph.D. (University of Kentucky)
  Marketing channels, Product and price policies
• Annie Peng Cui - PhD (Kent State University)
  Brand management, International marketing, Consumer behavior

ASSISTANT PROFESSORS

• Laurel Anne Cook - Ph.D. (University of Arkansas)
  Consumer collaboration, Consumer health & welfare, Public policy
• Stephen He - OhD Georgia Institute of Technology
  Consumer information processing and make decisions in digital marketplaces
• Wyatt Schrock - PhD Michigan State University
  Salesperson motivation, persuasion and sales manager leadership
• Emily Tanner - PhD (Oklahoma State University)
  Formation and management of marketing relationships and the outcomes associated with strong relationships

TEACHING ASSOCIATE PROFESSORS

• Chas Koermer - Ph.D. (University of Nebraska)
  Intercultural communication (Middle East Gulf Region), Organizational communication and Instructional communication

TEACHING ASSISTANT PROFESSORS

• Susan Lantz - Ph.D. (West Virginia University)
First year students, Business communication, Gender and diversity in business

- Elizabeth Tomlinson - Ph.D. (Kent State University)
  Business Writing, Digital Literacies, Rhetoric and Audience
- Li Wang - Ph.D. (Ohio University)
  Business communication, Diffusion of innovations, Digital communication

EMERITUS

- Robert Cook
- Cy Logar
- Philip Mahin
- John L. Porter

Admission Requirements

Students who are direct admitted to the major as first-time freshmen must possess an overall 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 at the beginning of 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.

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ACCT 201 &amp; ACCT 202</td>
<td>Principles of Accounting and Principles of Accounting</td>
<td>6</td>
</tr>
<tr>
<td>CS 101</td>
<td>Intro to Computer Applications</td>
<td>4</td>
</tr>
<tr>
<td>ECON 201 &amp; ECON 202</td>
<td>Principles of Microeconomics and Principles of Macroeconomics</td>
<td>6</td>
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<tr>
<td>ECON 225 or STAT 211</td>
<td>Elementary Business and Economics Statistics Elementary Statistical Inference</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 101 &amp; ENGL 102 or ENGL 103</td>
<td>Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing</td>
<td>3-6</td>
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Choose one of the Following: 3-4

- MATH 126A College Algebra 5-Day
- MATH 126B College Algebra 4-Day
- MATH 129 Pre-Calculus Mathematics
- MATH 153 Calculus 1a with Precalculus

Choose one of the Following: 3-4

- MATH 150 Applied Calculus
- MATH 154 Calculus 1b with Precalculus
- MATH 155 Calculus 1
- MATH 156 Calculus 2

Total Hours 28-33

Students who are direct admitted to the major and meet the requirements listed above are guaranteed permission to enroll in upper-division course work. The College will accommodate as many majors as resources are available. Students who are denied admission to the major may apply for admission in a future application period or accept admission to an alternative major in the College.

* A minimum grade of C- in MATH 150 is required for admission to the program. A grade of D- in MATH 154 or a higher college calculus course satisfies the calculus requirement for admission to the program.

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.
General Education Foundations

F1 - Composition & Rhetoric
- ENGL 101 Introduction to Composition and Rhetoric
- ENGL 102 and Composition, Rhetoric, and Research
- ENGL 103 Accelerated Academic Writing

F2A/F2B - Science & Technology
- ENGL 101 Introduction to Composition and Rhetoric
- ENGL 102 and Composition, Rhetoric, and Research
- ENGL 103 Accelerated Academic Writing

F3 - Math & Quantitative Skills
- MATH 126A College Algebra 5-Day
- MATH 150 and Applied Calculus
- MATH 126B College Algebra 4-Day
- MATH 150 and Applied Calculus
- MATH 129 Pre-Calculus Mathematics
- MATH 155 and Calculus 1

F4 - Society & Connections
- ECON 201 Principles of Microeconomics (Minimum grade of C-; may fulfill GEF 1 or 4)
- ECON 202 Principles of Macroeconomics (Minimum grade of C-; may fulfill GEF 4 or 8)
- Select one of the following (Minimum grade of C-; may fulfill GEF 1):
  - ECON 225 Elementary Business and Economics Statistics
  - STAT 211 Elementary Statistical Inference

F5 - Human Inquiry & the Past
- Select one of the following (Minimum grade of C-; may fulfill GEF 5):
  - ENGL 101 Introduction to Composition and Rhetoric
  - ENGL 102 and Composition, Rhetoric, and Research
  - ENGL 103 Accelerated Academic Writing

F6 - The Arts & Creativity
- Select one of the following (Minimum grade of C-; may fulfill GEF 6):
  - ENGL 101 Introduction to Composition and Rhetoric
  - ENGL 102 and Composition, Rhetoric, and Research
  - ENGL 103 Accelerated Academic Writing

F7 - Global Studies & Diversity
- Select one of the following (Minimum grade of C-; may fulfill GEF 7):
  - ENGL 101 Introduction to Composition and Rhetoric
  - ENGL 102 and Composition, Rhetoric, and Research
  - ENGL 103 Accelerated Academic Writing

F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)
- Select one of the following (Minimum grade of C-; may fulfill GEF 8):

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 (i.e. MKTG), calculated using all attempted GPA hours unless excluded by the D/F repeat policy.
- The 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.

Curriculum Requirements

Minimum Overall GPA of 2.0 is required

Possess a GPA of 2.0 for all major courses (i.e. MKTG), calculated using all attempted GPA hours unless excluded by the D/F repeat policy.

ACCT 201 Principles of Accounting (Minimum grade of C-) 3
ACCT 202 Principles of Accounting (Minimum grade of C-) 3
CS 101 Intro to Computer Applications (Minimum grade of C-; may fulfill GEF 2A) 4
ECON 201 Principles of Microeconomics (Minimum grade of C-; may fulfill GEF 4 or 8) 3
ECON 202 Principles of Macroeconomics (Minimum grade of C-; may fulfill GEF 4 or 8) 3
Select one of the following (Minimum grade of C-; may fulfill GEF 3): 3
- ECON 215 Elementary Business and Economics Statistics
- STAT 211 Elementary Statistical Inference
Select one of the following (Minimum Grade of C-; may fulfill GEF 1): 6
- ENGL 101 Introduction to Composition and Rhetoric
- ENGL 102 and Composition, Rhetoric, and Research
- ENGL 103 Accelerated Academic Writing
GEF 2A, Science & Technology 3
GEF 5, Human Inquiry & the Past 3
GEF 6, The Arts & Creativity 3
GEF 7, Global Studies & Diversity 3
Select one of the following; minimum grade of C- in MATH 150 or D- in MATH 154 or higher 3
- MATH 126A College Algebra 5-Day
- MATH 150 and Applied Calculus
- MATH 126B College Algebra 4-Day
- MATH 150 and Applied Calculus
- MATH 129 Pre-Calculus Mathematics
- MATH 155 and Calculus 1
MATH 150  Applied Calculus
MATH 153  Calculus 1a with Precalculus
& MATH 154  and Calculus 1b with Precalculus
MATH 155  Calculus 1
PSYC 101  Introduction to Psychology (May fulfill GEF 4 or 8) 3
SOCA 101  Introduction to Sociology (May fulfill GEF 4 or 8) 3
BCOR 199  Introduction to Business (Fulfills First Year Seminar requirement) 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  Business Finance 3
BCOR 350  Principles of Marketing (Minimum grade of C- to advance to MKTG courses) 3
BCOR 360  Supply Chain Management 3
BCOR 370  Managing Individuals and Teams 3
BCOR 380  Business Ethics 3
BCOR 460  Contemporary Business Strategy 3
MKTG 315  Buyer Behavior 3
MKTG 325  Marketing Research 3
MKTG 330  Distribution Channels 3
MKTG 350  Product and Price Policies 3
MKTG 485  Global Marketing 3
Area of Emphasis * 12
Business and Economics Electives ** 3
Unrestricted Electives 14
Total Hours 120

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

** MKTG 491, Professional Field Experience, may not be used to fulfill marketing elective credit. A maximum of six credit hours of professional field experience may be counted towards the 120 credit hours required for the degree.

Suggested Plan of Study

All Marketing Majors are required to take MKTG 315 Buyer Behavior, MKTG 325 Marketing Analytics, MKTG 330 Distribution Channels, MKTG 350 Product & Price, and MKTG 485 Global Marketing

First Year

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<th>Spring</th>
<th>Hours</th>
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16  15

Second Year

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### Third Year

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Total credit hours: 120

### Digital Marketing Promotions Area of Emphasis

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<td>MKTG 389</td>
<td>Online Analytics</td>
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<td>MKTG 474</td>
<td>Outside Case Competition</td>
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<td>MKTG 475</td>
<td>Social Media and Marketing</td>
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Total Hours: 12

### Professional Sales Area of Emphasis

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<th>Course Code</th>
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<tr>
<td>MKTG 321</td>
<td>Professional Selling 2</td>
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<td>MKTG 345</td>
<td>Selling with Digital Media</td>
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<td>MKTG 420</td>
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Total Hours: 12

### Sustainable Pathways to Markets Area of Emphasis

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<td>MKTG 425</td>
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<td>MKTG 426</td>
<td>Sustainability Strategy</td>
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<td>MKTG 480</td>
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Total Hours: 12

### Major Learning Goals

**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.