MARKETING (B.S.)

The Marketing major is designed to prepare students for a variety of careers in marketing. Marketing is the activity and institution involved in creating, communicating, delivering and exchanging offerings that have value for customers and society. Marketing management involves situation analysis, selection of marketing strategies and target markets, and coordination of product development, pricing, promotion and distribution elements.

Admission Requirements

Students who meet the University requirements for regular admission are eligible for admission to the Mike Ilitch School of Business.

Degree Requirements

Candidates for the bachelor's degree must complete 120 credits including satisfaction of the degree requirements (http://bulletins.wayne.edu/undergraduate/general-information/bachelors-degree-requirements/). All course work must be completed in accordance with the academic rules of the University (http://bulletins.wayne.edu/undergraduate/general-information/) and those of the Mike Ilitch School of Business (http://bulletins.wayne.edu/undergraduate/school-business/academic-regulations/).

Marketing Major

The marketing major is designed to prepare students for a variety of careers in marketing. Marketing is the activity and institution involved in creating, communicating, delivering and exchanging offerings that have value for customers and society. Marketing management involves situation analysis, selection of marketing strategies and target markets, and coordination of product development, pricing, promotion and distribution elements.

As Marketing majors, students must select to pursue concentrations in advertising strategy or marketing management, or Digital Marketing and Analytics.

All students majoring in marketing must complete the requirements of their concentrations and subsequently take MKT 6996.

Advertising Strategy Concentration

This concentration prepares students for work in a wide variety of businesses, advertising agencies, public institutions, and other organizations. It may serve as a background for people who plan to work in the advertising/marketing communications industry, or for general marketing jobs where promotional issues play a particularly prominent role.

All students majoring in marketing must complete the requirements of their concentrations and subsequently take MKT 6996.

Marketing Management Concentration

This concentration provides students with broad exposure to the discipline of marketing management. In addition to the general focus on marketing management, the marketing management concentration trains individuals for a wide spectrum of marketing careers including marketing research, brand management, sales and sales management and product development.

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MKT 5410</td>
<td>Marketing Research and Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MKT 5450</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT 5490</td>
<td>Principles of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>MKT 5800</td>
<td>Digital Marketing and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKT 6996</td>
<td>Strategic Marketing</td>
<td>3</td>
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Elective Courses

Select two of the following:

- MKT 4990 Directed Study in Marketing
- MKT 4991 Study Abroad
- MKT 5460 Sales Management
- MKT 5700 Retail Management
- MKT 5750 International Marketing Management
- MKT 5840 Special Topics: Search Engine Marketing and Optimization
- MKT 5890 Internship in Marketing

Total Credits 18

Digital Marketing and Analytics Concentration

This concentration specializes in topics related to Digital Marketing and Analytics (DMA), a growing career path for marketing students. Students will learn advanced techniques and how to demonstrate the value of digital practices to support business strategy. The concentration will provide students with better career opportunities within the DMA profession.

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Elective Courses

Select two of the following:

- MKT 5511 Search Engine Marketing and Optimization
- MKT 5512 Social Media Marketing
- MKT 5510 Media Planning in the Digital Age

Total Credits 18