

# MARKETING (B.S.)

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

## 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.

## 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>).

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As a complement to the basic major, students must elect to pursue specializations in advertising or marketing management.

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

## Advertising/Marketing Communications Specialization

This specialization 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.

Code	Title	Credits
<b>Major Courses</b>		
MKT 5490	Principles of Advertising	3
MKT 5410	Marketing Research and Analysis	3
MKT 5450	Consumer Behavior	3
MKT 6996	Strategic Marketing	3
<b>Elective</b>		
Select two of the following:		6
MKT 5460	Sales Management	
MKT 5500	Advertising Copy	
MKT 5510	Advertising Media Planning	
MKT 5520	Public Relations of Business	

MKT 5850	Integrated Marketing Communications Strategy	
Total Credits		18

## Marketing Management Specialization

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

Code	Title	Credits
<b>Core</b>		
MKT 5410	Marketing Research and Analysis	3
MKT 5450	Consumer Behavior	3
MKT 6996	Strategic Marketing	3
<b>Elective</b>		
Select three courses offered by the department of marketing and supply chain management and included on the department list available from the Office of Undergraduate Student Services		9
Total Credits		18