

# MARKETING (B.A.)

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 majors must select a concentration in advertising strategy (p. 1), marketing management (p. 1), or digital marketing and analytics (p. 1). 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.

Code	Title	Credits
<b>Major Courses</b>		
MKT 5410	Marketing Research and Analysis	3
MKT 5450	Consumer Behavior	3
MKT 5490	Principles of Advertising	3
MKT 5800	Digital Marketing and Analytics	3
MKT 6996	Strategic Marketing	3
<b>Elective Courses</b>		
Select one of the following:		3
MKT 5510	Media Planning in the Digital Age	
MKT 5850	Integrated Marketing Communications Strategy	
<b>Total Credits</b>		<b>18</b>

### 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.

Code	Title	Credits
<b>Major Courses</b>		
MKT 5410	Marketing Research and Analysis	3

MKT 5450	Consumer Behavior	3
MKT 6996	Strategic Marketing	3
MKT 5800	Digital Marketing and Analytics	3
<b>Elective Courses</b>		
Select two of the following:		6
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: Marketing	
MKT 5890	Internship in Marketing	
<b>Total Credits</b>		<b>18</b>

### 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.

Code	Title	Credits
<b>Major Courses</b>		
MKT 5410	Marketing Research and Analysis	3
MKT 5450	Consumer Behavior	3
MKT 6996	Strategic Marketing	3
MKT 5800	Digital Marketing and Analytics	3
<b>Elective Courses</b>		
Select two of the following:		6
MKT 5511	Search Engine Marketing and Optimization	
MKT 5512	Social Media Marketing	
MKT 5510	Media Planning in the Digital Age	
<b>Total Credits</b>		<b>18</b>