

Marketing • School of Business

About the Program

Overview

The marketing major is intended for those students who wish to prepare themselves for careers in marketing or for marketing related areas. The major will also provide sufficient background in marketing for application to the ownership or management of a small business.

Individuals working in sales, or those who aspire to a sales career, can improve their knowledge and skills in the **Sales**

Specialist Certificate program. This unique nine credit hour program integrates the study of marketing, use of selling strategies, and a focus on customer service. Certificate classes are held in the evening once a week and are designed to meet the needs of working adults.

Program Goals

Students completing the baccalaureate degree with a marketing major will be prepared for an entry position in a variety of marketing related positions and will:

- Understand the marketing functions and decisions of an organization;
- Analyze the economic decision-making processes at the individual, organizational, and industry/market level;
- Understand the national and international economic and cultural environment in which organizations operate;
- Have knowledge of the theory, issues, and current practices, and be able to analyze pricing, profitability, distribution, and logistical decisions;
- Have skills in researching/analyzing markets and marketing information;
- Have interpersonal, written, oral, and presentation communications skills;
- Have skills in the analysis and preparation of sales, promotional, and marketing communications materials.

Plan of Study – Bachelor’s Degree

Marketing Major (62 s.h.)

Required Major Courses:

ACC 201	Principles of Accounting I	3 s.h.
ACC 202	Principles of Accounting II	3 s.h.
ACC 3130	Internal Financial Analysis	3 s.h.
BUS 3950	Business & Society	3 s.h.
BL 3330	Business Law I	3 s.h.
CIS 2380	Introduction to Computers	3 s.h.
FIN 3150	Business Finance	3 s.h.
MGT 2360	Principles of Management	3 s.h.
MKT 2440	Principles of Marketing	3 s.h.
MKT 2550	Consumer Behavior	3 s.h.
MKT 3070	Promotional Strategy	3 s.h.
MKT 3680	Marketing Communications	3 s.h.
MKT 3730	Principles of Advertising	3 s.h.
MKT 4560	Marketing Management	3 s.h.
QS 3550	Applied Business Statistics	3 s.h.
QS 4230	Marketing Research	3 s.h.
Business Courses – minimum of 6 s.h. to be chosen from: 6 s.h.		
INB 3140	International Business	(3 s.h.)
MGT 3630	Materials & Purchasing Management	(3 s.h.)
MKT 3660	Business Marketing	(3 s.h.)
MKT 3870	Sales Management	(3 s.h.)
Examples of Business electives to choose from: 5 s.h.		
CIS 3300	Information Systems for Decision Making	(3 s.h.)
MGT 3690	Entrepreneurship	(3 s.h.)
MKT 2100	Promotional Mix: Professional Selling	(2 s.h.)
MKT 2120	Promotional Mix: Theory and Practice of Teleselling	(1 s.h.)
MKT 2140	Promotional Mix: Sales Communication Strategies	(2 s.h.)
MKT 2210	Promotional Mix: Customer Service for Sales	(1 s.h.)
MKT 4710-4750	Seminars in Marketing	(1-3 s.h.)
MKT 4910	Cooperative Education	(1 s.h.)
MKT 4920	Cooperative Education	(1 s.h.)
MM 2400	Principles of Retailing	(3 s.h.)
MM 2620	Fashion Promotion & Coordination	(3 s.h.)
MM 3010	Specialty Merchandising	(3 s.h.)
MM 3080	Visual Merchandising	(3 s.h.)
MM 3480	Retail Buying	(3 s.h.)
62 s.h.		

Required Support Courses:

ECN 2720	Principles of Microeconomics	4 s.h.
ECN 2730	Principles of Macroeconomics	4 s.h.
MTH 1050	Intermediate Algebra	4 s.h.
or		
MTH 1210	Precalculus	5 s.h.
MTH 2350	Probability & Statistics	4 s.h.
20-21 s.h.		

Certificate Program

Sales Specialist Certificate of Completion (9 s.h.)

MKT 2100	Promotional Mix: Professional Selling	2 s.h.
MKT 2120	Promotional Mix: Theory and Practice of Teleselling	1 s.h.
MKT 2140	Promotional Mix: Sales Communication Strategies	2 s.h.
MKT 2210	Promotional Mix: Customer Service for Sales	1 s.h.
MKT 2440	Principles of Marketing	3 s.h.
9 s.h.		



For Admission Information

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For Program Information

Undergraduate Programs
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See Advisor/Admission Office for current information.

Madonna University guarantees the right to equal educational opportunity without discrimination because of race, religion, sex, national origin, age, or disabilities. 04/03

Possible Schedule – Bachelor's Degree

This is a suggested schedule only. The number of courses you take per term and the terms courses are offered will affect it.

Freshman Year

Term I

ENG 1010	3 s.h.
PHY 1010	3 s.h.
HIS 1010	3 s.h.
Biological Science	3-4 s.h.
Values/Religion	3 s.h.

Term II

ENG 1020	3 s.h.
MTH 1050	4 s.h.
HUM 2010	4 s.h.
CIS 2380	3 s.h.
Social Science	3 s.h.

Sophomore Year

Term I

ACC 2010	3 s.h.
ART/MUS 2020/ENG2230	3 s.h.
ECN 2720	3 s.h.
MTH 2300	4 s.h.
MGT 2360	3 s.h.

Term II

ACC 2020	3 s.h.
MTH 2350	4 s.h.
ECN 2730	4 s.h.
MKT 2440	3 s.h.

Junior Year

Term I

BL 3330	3 s.h.
ACC 3130	3 s.h.
MKT 2550	3 s.h.
FIN 3150	3 s.h.
MKT 3730	3 s.h.

Term II

QS 3550	3 s.h.
Phys Sci Elective	4 s.h.
MKT 3070	3 s.h.
Culture Group I	3-4 s.h.
BUS 3950	3 s.h.

Senior Year

Term I

Values/Religion	3 s.h.
QS 4230	3 s.h.
MKT 3680	3 s.h.
INB 3140 or MGT 3630 or	
MKT 3660, 3870	6 s.h.

Term II

MGT 4950	3 s.h.
MKT 4560	3 s.h.
Culture Group II	4 s.h.
Marketing Elective	5 s.h.

Selected Course Offerings

Promotional Mix: Professional Selling

Study of the theory and use of personal selling as it relates to the promotion of the marketing mix and as integrated with the other elements of the promotion mix.

Principles of Marketing

Study of marketing concepts, terminology, and application, with special emphasis on the marketing mix relationships: e.g., product, price, promotion, and distribution. An introduction to the role and operation of marketing functions and their respective influence on the organization, both internally and externally.

Principles of Advertising

Intended for students with career plans in advertising and related fields, with emphasis on the application of theory and strategies. Students will develop and apply marketing and creative skills in analyzing advertising problems and preparing advertisement concepts for consumer and business marketing. Examination of the strategic, practical, and ethical dimensions of advertising through applications.

Marketing Research

Study of both consumer and industrial marketing research covering areas of problem definition, survey design, sampling, questionnaires, data collection, quantitative and qualitative analysis, graphics design and report writing/presenting. A high level of analytical expertise will be required as students complete an original market research study and offer a formal presentation.