Marketing Major

Chair: Matthew Sarkees, PhD.
Associate Chair: Rishtee Batra, PhD.
Office: 3015 Bartley Hall
Telephone: 610-519-4350
Website

Marketing is the lifeline that connects organizations with consumers. The discipline covers a broad range of areas from knowledge of human behavior and market research to strategy and creative expression to drive a desired outcome. As a Marketing student, you will learn how to access real-time information, analyze data, solve problems and communicate results. You will also learn how to develop and implement consumer and business-to-business products and services, and how to strategically manage product pricing, promotion and distribution.

Plus, Marketing majors have the opportunity to further specialize with concentrations in Digital Marketing and in Business Development.

Major in Marketing leads to a degree of Bachelor of Business Administration.

Program: Business
Type: Bachelor of Business Administration

Course requirements for Marketing Major

<table>
<thead>
<tr>
<th>Item #</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 2197</td>
<td>Marketing Research</td>
<td>3</td>
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<tr>
<td>MKT 2375</td>
<td>Marketing Management</td>
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Plus four (4) additional Marketing elective courses from the following list:

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<thead>
<tr>
<th>Item #</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CHE 2900</td>
<td>Global Pharmaceutical Industry</td>
<td>3</td>
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<tr>
<td>MKT 2120</td>
<td>Buyer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT 2220</td>
<td>Integrated Marketing Communica</td>
<td>3</td>
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<tr>
<td>MKT 2224</td>
<td>Professional Selling</td>
<td>3</td>
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<tr>
<td>MKT 2225</td>
<td>Business Development Ldrship</td>
<td>3</td>
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<tr>
<td>MKT 2230</td>
<td>Marketing of Services</td>
<td>3</td>
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<td>MKT 2235</td>
<td>Sports Marketing</td>
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<td>MKT 2240</td>
<td>Marketing Analytics</td>
<td>3</td>
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<td>MKT 2280</td>
<td>Global Marketing</td>
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<td>MKT 2285</td>
<td>Social Media Marketing</td>
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<td>MKT 2290</td>
<td>Digital Marketing</td>
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<td>MKT 2349</td>
<td>Special Topics in Marketing</td>
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<tr>
<td>MKT 4132</td>
<td>Seminar in Marketing</td>
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