

THE PROGRAM OF STUDY FOR THE UNDERGRADUATE MAJOR IN MARKETING

Effective with the incoming class of 2015, the on-campus Business Administration degree is no longer offered. In place of this degree, the department offers majors in Management or Marketing with the concentrations listed below. Students who wish to pursue a major most like the former Business Administration degree should choose the Management major with the Management Consulting concentration.

Marketing includes all business activities necessary for the transfer of ownership of goods and services and to provide for their physical distribution. Marketing embraces a wide area of highly specialized and technical occupations such as merchandising and consumer and product research as well as general fields such as retailing, advertising, and professional selling. The program is designed to provide the student the opportunity to major in Marketing and at the same time, to create a concentration in one of the following areas: Sustainability & Global Markets, Customer Experience Management, or Supply Chain Management.

The **Sustainability and Global Markets** concentration in the Marketing major prepares students to manage marketing activities sustainably within the global context. This concentration assists students in preparing for the challenges of conducting business in a sustainable way, meeting current needs while safeguarding the needs of future generations. Through a global lens, students gain understanding of doing business internationally, considering the cultural, political, legal, economic, technological, and natural environment differences that increase the complexity of marketing functions. Sustainable business practices are innovative strategic and tactical actions that seek to improve balanced economic, environmental, and social outcomes for organizations and stakeholders in both the long and short term. Students are prepared for work in for-profit businesses, nonprofit organizations, or in government.

The **Customer Experience Management** concentration in the Marketing major prepares students to manage marketing activities in for-profit businesses, nonprofit organizations, or in government. Students will gain a broad skill set in the marketing field. Through careful selection of electives, students can also tailor this concentration to focus in areas such as market research, sales, integrated marketing communication or advertising, public relations, or product management. This versatile concentration will build students' skills in researching and understanding consumer behavior, identifying attractive target markets, developing effective marketing strategies, and evaluating an organization's marketing program.

The **Supply Chain** concentration in both the Management and Marketing majors involves the planning, control, and coordination of materials and services from raw materials to customers. Increasing competitiveness through quality, cost, responsiveness, and innovation is essential to supply chain and company success. It is critical to manage processes across boundaries in the firm and across firms that make up the supply chain. Course work will prepare students for managerial positions in the manufacturing and service industries in areas of purchasing, operations, logistics, and customer service.