

STUDY THE FACTS

Bachelor of Science in Business Administration
Heller College of Business
Major: **Marketing**, BSBA

About the Program

The marketing curriculum demonstrates the role that marketing plays in the management process provides comprehensive understanding of marketing concepts and practices. By program end, you will be able to develop the essentials of a marketing program.

The Marketing Department's program rests on the concept that the wants and needs of the customer are the reasons for a firm's existence, and courses in the department stress the relationship of the behavioral and social sciences to the marketing concepts employed by the organization.

Students completing a major in marketing can expect to move into management training programs in a variety of business organizations or into similar positions with advertising agencies, research organizations, not-for-profit institutions, health organizations or the government. This program also prepares students for graduate education.

Marketing is the process of creating, distributing, promoting and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers, and to manage these relationships in ways that benefit the organization and its stakeholders. In essence, the theme of marketing today is to provide products and services that satisfy customers' needs through a coordinated set of activities that also allow the organization to reach its goals. Managing profitable customer relationships is the main goal of marketing today. At Roosevelt, we strive to deliver the best educational experience in the classroom as we strive toward excellence in research.

Marketing courses stress the relationship between the behavioral and social sciences and the marketing concepts employed by an organization. Students completing the marketing major may expect to gain positions in industry, not-for-profits, retail institutions, advertising agencies or marketing consulting firms.

Degree Requirements

MKTG 324 Selling and Sales Management
MKTG 331 Principles of Advertising
MKTG 340 Marketing Research
MKTG 344 Marketing Strategy and Planning

Electives

Two electives in Marketing at the 300 level

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Career Opportunities

- Advertising, Promotions, & Marketing Managers
- Advertising Copywriter
- Public Relations Managers & Specialists
- Sales Managers
- Sales Engineers
- Meeting, Convention, & Event Planners
- Global Product Manager
- Market Research Analyst
- Digital Sales Manager
- Securities, Commodities, & Financial Service Sales Agent

Marketing Assistant



Marketing Assistant



Project Director

