BUSINESS ADMINISTRATION MAJOR: MARKETING OPTION (B.S.)

https://paulcollege.unh.edu/business-administration/program/bs/business-administration-major-marketing-option

Description

The Option in Marketing focuses on how to develop, establish, and maintain products and services of high value for customers as well as how to deliver and communicate them, from both digital and traditional perspectives. The option addresses key linkages critical to effective customer and brand management, from understanding customer needs and problems to delivering appropriate solutions and services. It further examines decision choices facing managers concerning market selection, entry timing, positional advantage to be pursued, targeting, and executional approaches. The option emphasizes digital marketing and analytics across its courses.

Requirements

A typical plan of study follows, showing the major-required courses. Students take 16-18 credits per semester. Discovery Program requirements (including the Inquiry requirement in the first two years) and elective courses are taken as well. Students are expected to follow this course plan. In the first three semesters, students cannot take more than two major courses in a single semester. The options have additional requirements as noted. For a detailed schedule/plan of study for each option, students should check with the Paul College Undergraduate Programs and Advising Office for specific recommendations.

1. This is the capstone course in the business administration program, and satisfies the capstone requirement of the Discovery Program. Students may be required to concurrently enroll in ADMN 700 PAUL Assessment of Core Knowledge (zero credits) for AACSB accreditation purposes.

Depending of the choice of option and the specific requirements thereof, students may be able to take PAUL or non-PAUL electives in their junior or senior year.

Option in Marketing

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MKTG 752</td>
<td>Marketing Research</td>
<td>4</td>
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<tr>
<td>MKTG 753</td>
<td>Consumer/Buyer Behavior</td>
<td>4</td>
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<tr>
<td>MKTG 763</td>
<td>Marketing Analytics</td>
<td>4</td>
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<tr>
<td>MKTG 775</td>
<td>Marketing Workshop</td>
<td>4</td>
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<tr>
<td>MKTG 649</td>
<td>Foundations of Personal Selling</td>
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<td>MKTG 750</td>
<td>Marketing Strategy</td>
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<td>MKTG 757</td>
<td>Integrated Marketing Communication</td>
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<tr>
<td>MKTG 760</td>
<td>International Marketing</td>
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<tr>
<td>MKTG 764</td>
<td>New Product Development</td>
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<tr>
<td>MKTG 765</td>
<td>Applications in Digital Marketing</td>
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<tr>
<td>MKTG 620</td>
<td>Topics in Marketing ^1</td>
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</tr>
<tr>
<td>or MKTG 720</td>
<td>Topics in Marketing II</td>
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Total Credits 24

1. Offerings will vary from semester to semester.

For additional courses, students are encouraged to meet with department faculty or with the Academic Advising Office for help in choosing a career track and additional courses.

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Code | Title                                     | Credits |
-----|-------------------------------------------|---------|
ADMN 400 | Introduction to Business                  | 4       |
ADMN 403 | Computing Essentials for Business         | 1       |
ADMN 410 | Management Information Systems            | 4       |
ADMN 502 | Financial Accounting                      | 4       |
ADMN 503 | Managerial Accounting                     | 4       |
ADMN 510 | Business Statistics                       | 4       |
ADMN 570 | Introduction to Financial Management     | 4       |
ADMN 575 | Behavior in Organizations                 | 4       |
ADMN 580 | Quantitative Decision Making              | 4       |
ADMN 585 | Marketing                                | 4       |
ADMN 775 | Strategic Management: Decision Making     | 4       |
ECON 401 | Principles of Economics (Macro)           | 4       |
ECON 402 | Principles of Economics (Micro)           | 4       |
MATH 422 | Mathematics for Business Applications     | 4       |
or MATH 424A | Calculus for Social Sciences          |         |
PHIL 431 | Business Ethics                          | 4       |
PAUL 405 | Freshman Academic Experience I            | 1       |
PAUL 406 | Freshman Academic Experience II           | 1       |
PAUL 660 | BIP-Social Intelligence Topics ^2         | 2       |
PAUL 670 | BIP-Analytical Intelligence Topics ^2     | 2       |
PAUL 680 | BIP-Competitive Intelligence Topics ^2     | 2       |
PAUL 690 | BIP-Professional Intelligence Topics ^2    | 2       |