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

Degree Requirements

Minimum Credit Requirement: 128 credits

Minimum Residency Requirement: 32 credits must be taken at UNH

Minimum GPA: 2.0 required for conferral*

Core Curriculum Required: Discovery & Writing Program Requirements

Foreign Language Requirement: No

All Major, Option and Elective Requirements as indicated.

*Major GPA requirements as indicated.

Major 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.

Option in Marketing

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<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>
</tr>
<tr>
<td>MKTG 644</td>
<td>Retail Management in an Omnichannel World</td>
<td>2</td>
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<tr>
<td>MKTG 649</td>
<td>Foundations of Personal Selling</td>
<td>2</td>
</tr>
<tr>
<td>MKTG 750</td>
<td>Marketing Strategy</td>
<td>2</td>
</tr>
<tr>
<td>MKTG 765</td>
<td>Applications in Digital Marketing</td>
<td>2</td>
</tr>
<tr>
<td>MKTG 620</td>
<td>Topics in Marketing</td>
<td>2</td>
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<tr>
<td>or MKTG 720</td>
<td>Topics in Marketing II</td>
<td>2</td>
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</table>

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.

Degree Plan

Sample Degree Plan

First Year

Fall Credits
ADMN 400 or ADMN 410 Introduction to Business or Management Information Systems 4
### Fourth Year

**Fall**
- ADMN 775 & ADMN 700
  - Strategic Management: Decision Making or Marketing Workshop
  - 4
  - Marketing elective
  - 4
- Course selected in consultation with advisor
  - 4
- BiP Business in Practice (PAUL 660, 670, 680 or 690)
  - 2

**Credits**
- 18

**Spring**
- MKTG 775
  - Marketing Workshop or Strategic Management: Decision Making
  - 4
- Course selected in consultation with advisor
  - 4
- Course selected in consultation with advisor
  - 4

**Credits**
- 16

**Total Credits**
- 139

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1. Students can explore a second option, second major, minor, or general electives.

### Student Learning Outcomes

- Students will demonstrate proficiency in the core content areas of business.
- Students will think critically to address business situations.
- Students will demonstrate communication skills to interact effectively in business situations.
- Students will identify and understand the ethical dimensions and implications of business decisions.
- Students will demonstrate the ability to analyze a business situation by applying a multiple stakeholder lens.
- Students will demonstrate an understanding of business practices as they relate to local, national and global competitiveness.