

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.

Code	Title	Credits
Business Administration core requirements		
ADMN courses:		
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 ¹	4
Other subject code courses:		
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

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.

² Students may satisfy PAUL 660, PAUL 670, PAUL 680, PAUL 690 requirements through other courses/experiences with approved intelligence attributes assigned.

Depending on 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

Code	Title	Credits
Required courses:		
MKTG 752	Marketing Research	4
MKTG 753	Consumer/Buyer Behavior	4
MKTG 763	Marketing Analytics	4
MKTG 775	Marketing Workshop	4
Select two of the following courses:		
MKTG 644	Retail Management in an Omnichannel World	
MKTG 649	Foundations of Personal Selling	
MKTG 750	Marketing Strategy	
MKTG 757	Integrated Marketing Communication	
MKTG 760	International Marketing	
MKTG 764	New Product Development	
MKTG 765	Applications in Digital Marketing	
MKTG 620	Topics in Marketing ¹	
or MKTG 720	Topics in Marketing II	
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.

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.