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.

### Option in Marketing

#### Code

<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>
</tr>
<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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Select two of the following courses:

- 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
- or MKTG 720  Topics in Marketing I

**Total Credits:** 24

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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.

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.