

MAJOR IN MARKETING

*Department of Marketing
and Real Estate*

Richards College of Business

www.westga.edu/mktreal

Dr. Salil Talpade, Professor & Chair
Dr. Susan Hall-Webb, Associate Professor
Dr. Blaise Bergiel, Professor
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Dr. Agnieszka Chwialkowska, Assistant Prof.
Dr. Beheruz Sethna, Regents Professor

Dr. Jim Burton, Professor
Dr. David Nickell, Associate Professor
Dr. Minna Halonen-Rollins, Asso. Prof.
Ms. Cheryl Brown, Senior Lecturer
Dr. Sunil Hazari, Professor
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Department of Marketing and Real Estate
University of West Georgia
Carrollton, GEORGIA 30118-3050

University of West Georgia

Bachelor of Business Administration

Major: MARKETING

Name _____

Student ID#: _____

Course & No.	Credit Hrs.	Term Taken	Grade
CORE CURRICULUM			
A. ESSENTIAL SKILLS			9 HOURS
ENGL 1101	3		
ENGL 1102	3		
MATH 1111	3		
B. INSTITUTIONAL PRIORITIES			5 HOURS
Elect. (COMM 1110 or ENGL 2050)*	3		
Elect. (LIBR 1101 or CS 1020)*	2		
C. HUMANITIES			6 HOURS
Fine Arts Elective	3		
Humanities Elective (COMM 1154*)	3		
D. NATURAL SCIENCES, MATH, & TECH			10 HRS
LAB SCI	4		
NON-LAB SCI	3		
MATH 1413	3		
E. SOCIAL SCIENCES			12 HOURS
HIST 1111 OR 1112	3		
HIST 2111 OR 2112	3		
POLS 1101	3		
Elective (PSYC 1101 or SOCI 1101)*	3		

Specific Requirements:

- 1) Attain a minimum overall grade point average of 2.0 for graduation.
- 2) 2.0 GPA required to take Area F courses.
- 3) Attain a minimum of 2.0 for the business junior core and Area F.
- 4) Attain a minimum of 2.0 for the major field requirements.
No more than one "D" is accepted in courses presented to satisfy major field requirements.
- 5) Complete the following courses ASAP: MATH 1111, MATH 1413, ENGL 1101, ACCT 2101, and ECON 2105 or 2106. These courses must be completed to be eligible to be a major in the College of Business.

Course & No.	Credit Hrs.	Term Taken	Grade
F. MAJOR SPECIFIC COURSES			18 HOURS
ACCT 2101	3		
ACCT 2102	3		
BUSA 2106	3		
CISM 2201	3		
ECON 2105	3		
ECON 2106	3		
◆ BUSINESS CORE			27 HOURS
ABED 3100	3		
CISM 3330	3		
ECON 3402	3		
ECON 3406	3		
FINC 3511	3		
MGNT 3600	3		
MGNT 3615	3		
MKTG 3803	3		
International Select** (MKTG 4866*, ECON 4450, FINC 4521 OR MGNT 4625)	3		
◆ MAJOR COURSES			24 HOURS
MKTG 3808	3		
MKTG 4864	3		
MKTG ELECTIVES: (CHOOSE 4)			
MKTG 3801, 3809, 3810, 3839, 4805, 4831, 4861, 4866, 4808, 4818, 4868	3		
MKTG 3805/RELE 3705	3		
MKTG 4870	3		
MGNT 4660	3		
APPROVED ELECTIVES***			9 HOURS
Bus. Elective 1 (MKTG or RELE*)	3		
Bus. Elective 2 (MKTG or RELE*)	3		
Elective 3	3		

* Recommended selections.

** Select one from MKTG 4866, FINC 4521, ECON 4450, MGNT 4625.

*** At least two of these must be in the college of Business.

MAJOR IN MARKETING

Degree

The Department of Marketing offers a **Bachelors of Business Administration (BBA) degree in Marketing**. This degree prepares students for a wide range of careers in Marketing, including Brand/Product Management; Sales Promotion; Sales Management; Personal Selling; Advertising; Public Relations; Retailing; Direct Marketing; International Marketing; and Marketing Research, as well as to pursue further studies at the graduate level.

Internships and Jobs

Classroom instruction is complemented by a co-op/internship program which provides students the opportunity to gain valuable practical experience and to develop employer contacts before graduation. A number of major firms also regularly recruit on campus through the **career services office**, which provides **comprehensive placement assistance**.

Study Abroad Programs

Opportunities to study abroad are available through the departments' two study abroad programs – **One in the Spring semester (various destination) and one in the Summer semester (London)**. These programs provide students with an invaluable academic and cultural learning experience.

Certificates in Sales and Advertising

We also offer a **Certificate in Sales** and a **Certificate in Advertising** program, which allow students to **focus their degree** on these specific areas of interest within Marketing. These certificates can significantly **enhance the chances of securing a job and succeeding** in any sales or advertising related field.

The Marketing Club

The Marketing Club, a student chapter of the American Marketing Association, is recommended for all Marketing majors. Membership provides tremendous advantages in furthering **Marketing knowledge**, networking with **alumni** and **local business leaders**, and preparation for the **job market**.

MARKETING COURSES

Required Courses

MKTG 3803 Principles of Marketing

Prerequisites: GPA 2.00 And College of Business Major/Minor
Study of marketing policies and practices in the flow of goods and services to the customer/consumer.

MKTG 3808 Business Research

Prerequisites: CISM 2201, And (ECON 3402 or MATH 2063)
Designed to meet the rapidly growing need for a systematic approach to the business research process, and implementation in terms of decision making. Both primary and secondary sources of information are considered along with research design, measurement, sampling, data collection, processing, analyses, and interpretation.

MKTG 4864 Consumer Behavior

Prerequisite: MKTG 3803 or MKT 303 and (GPA 2.00 And College of Business Major/Minor)
A comprehensive analysis of the factors in human behavior which influence the choice and the use of products and services. Same as PSYC 4864.

MKTG 4870 Marketing Management

Prerequisites: MKTG 3803 and MKTG 4864 and (MKTG3808 or MKTG 4808)
The focus of this integrative senior level course is on the analysis, planning, implementation,, and control of marketing programs in a competitive environment. The objectives are to understand the role of marketing management within the framework of other internal functional areas and the relationship between marketing strategy and the strategic environment.

Electives

MKTG 3801 Art of Selling & Personal Dynamics

Prerequisite : GPA 2.00 And College of Business Major/Minor
A basic survey of how ethical selling integrates into modern business. This course emphasizes selling as a profession, development and implementation of sales techniques, managing time, and selling your ideas. Experiential exercises and video feedback techniques are used throughout the course. Same as RELE 4710

MKTG 3804 Business Challenges

Prerequisite: At least sophomore status, not open to undergraduate business majors.
The process of developing ideas and concepts into successful business ventures. Learn to work within a management team and develop a working business plan.

MKTG 3805 Real Estate Principles and Practices

Prerequisite: ACCT 2201 or ACC 201
Emphasis on principles and fundamental concepts. Course provides basic information for the student preparing for a career in real estate, also helps the consumer learn how to select, finance, and maintain real property either for a home or for investment purposes. Same as FINC 3505 and RELE 3705.

MKTG 3809 Advertising Theory and Practice

Prerequisite: MKTG 3803
The theory and integrative role of advertising in persuasive communication in business and related fields. Includes procedures for organizing, developing and implementing effective media decisions.

MKTG 3810 Social Media and Online Marketing

Prerequisite: MKTG 3803
Course will examine the integration of the Internet with Marketing strategy. Topics will include goals for online Marketing, customer communications, interactive Internet pages, and customer service issues.

MKTG 3839 Retail Management

Prerequisites: MKTG 3803
Emphasis on planning, staffing, organizing and controlling for profitable retail merchandising and store operations.

MKTG 4805 Sales Management

Prerequisite: MKTG 3803
Sales management is a course designed to teach prospective sales managers the skills of people (salesperson) management. Topics include motivating, controlling, and evaluating salespersons for results. Trends and recent developments in sales management will also be covered.

MKTG 4808 Marketing Research

Prerequisite: ECON 3402 and MKTG 3803
Designed to meet the rapidly emerging need in marketing for a systematic approach to information collection, retrieval, and analysis as the basis for marketing decision making. Includes decision models, the research process, data collection and analysis.

MKTG 4818 Business Web Design

Prerequisite: MKTG 3803
The purpose of this course is to provide an introduction to Web design. Students will learn concepts related to planning and developing web sites by studying Web usability, multimedia, and Web 2.0 applications for business and education web sites. (Same as ABED 4118).

MKTG 4831 Business-to-Business Marketing

Prerequisite: MKTG 3803
Focused study of marketing to intermediate customers in the manufacturing and service industries. Topics include inter-organization conflict resolution, developing synergies and relationships and organizing for effective marketing effort.

MKTG 4861 Services Marketing

Prerequisite: MKTG 3803 and GPA 2.00 And College of Business Major/Minor
A study of the unique problems associated with the marketing of services including alternative strategies with which to improve service marketing effectiveness.

MKTG 4866 International Marketing

Prerequisite: MKTG 3803 and GPA 2.00 And College of Business Major/Minor
The focus in this course will be on understanding the new international trade agreements/treaties and adapting marketing strategy based upon this information.

MKTG 4868 Marketing Metrics

Prerequisite: MKTG 3803 and GPA 2.00 And College of Business Major/Minor
The Marketing metrics course will provide students with a methodology to measure and track marketing performance.

MKTG 4881 Independent Study in Marketing

In-depth supervised individual study of one or more current marketing problems in a business organization.

MKTG 4886 Marketing Internship

Prerequisite: MKTG 3803
Practical Marketing related experience with a previously approved business firm for selected junior or senior students.