

MAJORS AND COURSES OF STUDY IN MARKETING AND MANAGEMENT

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Department of Marketing and Management Majors

- BBA in Marketing
- BBA in Management
 - General Management Concentration
 - Human Resource Management Concentration



What is Marketing?

- ◎ The process of delivering the right products and/or services at the right place, time, and price.
 - Identifying potential customers
 - Satisfying customer needs
 - Product development
 - Commercialization
 - Promotion
 - Distribution
 - Pricing
 - Customer service
 - Building long-term relationships



BBA in Marketing

Required Coursework

(24 semester hours)

- Buyer Behavior, Marketing Research, International Marketing and Strategic Marketing (12 hours)
- Two electives from upper-division marketing courses: Selling and Sales Management Retailing, Advertising and Sales Promotion, Industrial Marketing, Services Marketing, Multi-Cultural Marketing (6 hours)
- Upper-division non-business elective (3 hours)
- Upper-division business elective (3 hours)



Careers in Marketing

- Diverse career opportunities
- ALL organizations need marketing professionals – both profit and non-profit
- Marketing is the “revenue-generating” function in all organizations
- Marketing is not simply advertising and/or sales
- Creative, interesting, rewarding, and fun careers



Careers in Marketing - Facts

- 20% of Fortune 500 CEOs have previously held marketing positions
- Starting salaries in marketing compare favorably with those in many other fields:
 - In 2006 the average starting salary for a marketing graduate was almost \$38,000.
 - The U.S. Department of Labor reports that marketing will be one of the fastest-growing occupations through 2012.
 - Starting salaries vary based on exact position and responsibilities



Specific Careers in Marketing

- Product management and physical distribution
- Sales
- Nonprofit marketing
- Advertising and promotion
- Retailing
- Marketing research



BBA in Management

Required Courses

- Twelve hours: Advanced Organizational Development, Human Resource Management, Employee and Labor Relations, and International Management
- One elective (three hours) from upper-division MGMT courses
- One elective (three hours) of upper-division non-business courses
- Two electives (six hours) from upper-division business courses



Careers in Management and Duties

- Enters workforce as manager-in-training, assistant manager, etc.
- Coordinates all business-related functions
- Responsible for business organizational, financial, and personnel issues
- Starting salaries vary based on exact position and responsibilities



BBA in HRM

Required Courses

- Three hours: Introduction to Human Resource Management
- Nine hours: Employee and Labor Relations, Human Resource Training and Development, Employment Law and Dispute Resolution, Human Resource Staffing and Planning, Compensation and Employee Benefits
- Nine hours: six hours of upper-division MGMT electives *PLUS* three hours of an upper-division business elective
- Three hours of an upper-division non-business elective



Careers in HRM

- The most important asset that all companies have is their
 - Employees
- HRM involves recruiting, hiring, training, and retaining the best employees.
- HR graduates find jobs in recruiting, staffing, training, compensation and benefits, employee and labor relationships, etc.
- Starting salaries vary by exact duties and organization
- HR positions are more prevalent in larger organizations



Criteria for Choosing a Major

- ◎ It should be something that
 - you will absolutely love doing.
 - motivates you to reach your life goals.
 - you will want to learn more on your own.
 - “you” choose to do.

