What is a marketing major?

The Marketing Department prepares students for fulfilling careers by developing specialized skills in the management of customer relationships through the creation, communication, and delivery of value to customers. Our well regarded faculty engages in a wide variety of professional development and scholarly activities to assure that the JMU marketing student receives the finest business educational experience. We take great pride in a tradition of vibrant instruction within an innovative curriculum. All marketing students can obtain a concentration in General Marketing, Sales and Business, or Marketing Information Systems. Marketing remains a degree held in high regard by potential employers. Yahoo HotJobs (2008) reports that a marketing degree has become one of the most financially attractive of all undergraduate degrees with a 12 percent growth in marketing jobs forecast for the next decade.

The Marketing Department prepares students by developing specialized skills in the management of customer relationships through the creation, communication, and delivery of value to customers. Students majoring in marketing are introduced to the marketing management process, which is a systematic review of the principal activities required to understand:

- The context in which products and services must be marketed.
- Customer needs.
- Strategic options.
- Marketing program development.
- Evaluation of marketing effectiveness.

The marketing curriculum focuses on traditional and online marketing skills needed in various business settings and industries. The curriculum seeks to develop competence in five areas: factual and conceptual knowledge, problem solving skills, communication skills, experiential learning, and use of information technology.

Students will be prepared to enter corporate, small business, or not-for-profit environments with highly valued skills and an understanding of the need for continuous learning.
## Academic Plan

### Freshman & Sophomore

**B.B.A. Lower-Level Core**
- COB 191. Business and Economics Statistics
- COB 202. Interpersonal Skills
- COB 204. Computer Information Systems
- COB 218. Legal Environment of Business
- COB 241. Financial Accounting
- COB 242. Managerial Accounting
- COB 291. Introduction to Management Science
- ECON 201. Principles of Economics
- GECON 200. Macroeconomics

**Notes:**
- COB 191 and MATH 205 are prerequisites for COB 291.
- COB 241 is a prerequisite for COB 242.
- MATH 220 may be substituted for COB 191.

**MATH 205 or 235. Calculus**

### Junior

**First Semester**
- **B.B.A. Upper-Level Core**
  - COB 300A. Management
  - COB 300B. Finance
  - COB 300C. Operations
  - COB 300D. Marketing

**Marketing Core Courses**
- MKTG 384. Integrated Marketing Communications

**Second Semester**
- MKTG Elective
- MKTG 385. Consumer Behavior
- MKTG 430. Personal Selling

**Notes:**
- COB 300A-D must be taken in the same semester.
- MKTG 384 & 385 can be taken either semester.
- There are three possible concentrations: General Marketing, Sales and Business Marketing, and Marketing Information Systems. See advisor or catalog for elective options.

### Senior

**First Semester**
- MKTG Elective
- MKTG Elective
- MKTG 482. Marketing Analytics

**Second Semester**
- MKTG Elective
- MKTG 485. Marketing Mgmt.
- COB 487. Strategic Management

**Notes:**
- COB 487 is taken in the senior year.
- MKTG 482 & 485 can be taken either semester.

## Career Plan

### Freshman
- Explore majors
- Complete self assessments
- Adjust to campus life
- Build rapport with faculty
- Establish solid GPA
- Join a student organization
- Apply for summer job
- Consider study abroad programs
- Practice professional etiquette
- Brand online presence (Linkedin)

### Sophomore
- Identify skills & values
- Build resume & references
- Activate Recruit-A-Duke account
- Attend career related events
- Research employers
- Network
- Gain career related experience
- Apply for internship
- Consider a minor for a technical skill
- Work with Community Service Learning

### Junior
- Apply for internship
- Practice mock interviews
- Attend career fairs
- Seek leadership roles
- Consider graduate school and test preparation
- Develop job search strategy

### Senior
- Apply for full time employment
- Follow up on job leads
- Negotiate salary
- Use on-campus recruiting
- Join professional association
- Connect with Alumni Relations

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**COLLEGE OF BUSINESS ACCREDITATION REQUIREMENTS**

The College of Business offers three degrees (B.A., B.B.A., and B.S.). B.B.A students planning to take upper-level business courses must first be accepted. B.A. and B.S. students have progression standards that must be completed. For more information on current requirements, contact the College of Business Academic Services Center in Suite 205 Zane Showker Hall or call (540) 568-2785.

**MAJOR REQUIREMENTS**

- General Education: 41 hrs
- BBA lower level: 30 hrs
- BBA upper level: 15 hrs
- Non-Business electives: See advisor
- Marketing Major Reqs: 27 hrs

All business majors must complete 60 non-business credit hours which include general education courses.

A minimum of 120 hours is required for graduation as well as an overall grade point average of 2.00 and a 2.00 within the major.

All graduates must earn at least 60 hours from a four year university.

[www.jmu.edu/cob/marketing](http://www.jmu.edu/cob/marketing)  cobasc@jmu.edu