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The major you've
been looking for

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 either Business-to-Consumer (B2C) or Business-to-Business (B2B) marketing. 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 mission of the Marketing Department is to prepare students by developing specialized skills in the management of customer relationships through the creation, communication, and delivery of value to customers. Marketing students:

- develop in-depth knowledge on identifying, attracting, and evaluating customers
- evaluate marketing alternatives and commit to a course of action, using financial, organizational, environmental and ethical criteria to guide decision-making
- learn and use information technology tools for customer research and strategic performance
- apply marketing skills, doing client-based projects, company internships, community service and managing student organizations

CAREER POSSIBILITIES

- | | | |
|-----------------------|--------------------------|---------------------------|
| • Account Coordinator | • Consumer Affairs | Coordinator |
| • Account Executive | Specialist | • Market Research Analyst |
| • Account Manager | • Convention Organizer | • Market Research |
| • Advertising | • Copywriter | Interviewer |
| Executive | • Customer Service | • Marketing Strategist |
| • Associate Project | Representative | • Media Buyer |
| Manager | • Direct Mail Specialist | • Media Planner |
| • Brand Manager | • District Sales Manager | • Meeting Coordinator |
| • Brand Marketing | • Forecast Analyst | • Membership Relations |
| Coordinator | • Franchise Owner | Assistant |
| • Business Develop- | • Fundraiser | • Packaging Specialist |
| ment Consultant | • Global Marketing | • Pricing Analyst |
| • Buyer | Manager | • Promotions Director |
| • Circulation Manager | • Internet Marketing | • Public Relations |
| • Commercial Sales | Specialist | Specialist |
| Representative | • Marketing Events | • Research Analyst |

Online Resources:

Marketing Website

<http://www.jmu.edu/cob/marketing/index.shtml>

What are JMU Marketing Graduates doing?

<http://oirsacs.jmu.edu/alumni/alumempl.asp>

Marketing Career Info

http://www.jmu.edu/cob/marketing/mktg_career_info.shtml

B.B.A. CORE COURSE CURRICULUM

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
 MATH 205 or MATH 235. Calculus

B.B.A. Upper-Level Core

COB 300A. Integrated Functional Systems: Management
 COB 300B. Integrated Functional Systems: Finance
 COB 300C. Integrated Functional Systems: Operations
 COB 300D. Integrated Functional Systems: Marketing
 COB 487. Strategic Management

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.
 COB 300 A-D must be taken in the same semester.
 COB 487 is taken in the senior year.

MAJOR REQUIREMENTS for MARKETING

General Education	41 hours
B.B.A. lower-level core courses	30 hours
B.B.A. upper-level core courses	15 hours
Non-business Electives	10-12 hours
Marketing Core Courses	27 hours

MKTG 384. Integrated Marketing Communications
 MKTG 385. Consumer Behavior
 MKTG 430. Professional Selling
 MKTG 482. Marketing Analytics
 MKTG 485. Marketing Management

Electives (pick 2)

MKTG 386. Services Marketing
 MKTG 405. Survey Research
 MKTG 440. Retail Strategy and Buying
 MKTG 460. Global Marketing
 MKTG 490. Special Studies in Marketing
 MKTG 494. Marketing Internship

Consumer Marketing (B2C)

MKTG 388. Retailing
 MKTG 470. Strategic Internet Marketing

Business Marketing (B2B)

MKTG 450. Business Marketing
 MKTG 480. Product Development

As a result of marketing being such a broad field there are many areas of specialization. Students majoring in marketing commit to a course of study and obtain career-specific knowledge and skills by selecting a concentration (either B2B or B2C).

All business majors must complete 60 non-business credit hours which includes 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.

Co-curricular Activities and Organizations

Madison Marketing Association (MMA): <http://orgs.jmu.edu/mma>

Pi Sigma Epsilon (PSE): <http://orgs.jmu.edu/pse/>

Mu Kappa Tau (MKT): <http://www.pse.org/mkt.asp>



College of Business Acceptance Requirements

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