WHAT IS A MARKETING B.B.A. MAJOR?

The marketing curriculum focuses on traditional, sales and digital marketing skills needed in various business settings and industries. The curriculum is intended to help students develop competence in five areas:

- factual and conceptual knowledge
- problem solving skills
- communication skills
- experiential learning
- use of information technology

Students will develop highly valued skills and be prepared for diverse opportunities in business, government and not-for-profit environments.

MARKETING IS...

- concerned with building long-term relationships and co-creating value with customers, clients, partners and society at large
- a perfect field of study if you enjoy solving business problems using creativity and analysis
- an action-oriented, challenging and in-demand career

CAREER POSSIBILITIES

- Brand Manager
- Brand Marketing Coordinator
- Content Manager
- Customer Relationship Manager
- Digital Media Specialist
- Global Account Manager
- Import/Export Manager
- International Marketer
- Digital Marketing Manager
- Market Representative
- Marketing Strategist
- Media Planner
- New Business Developer
- Product Analyst
- Professional Sales Representative
- Research Analyst
- Retail Manager
- Territory Manager
- Web Assistant
- Web Content Coordinator

CO-CURRICULAR ORGANIZATIONS

- American Marketing Association (AMA)
- DECA
- Delta Mu Sigma (DMS) Honor Society
- JMU Advertising Club
- Mu Kappa Tau (MKT) Honor Society
- Pi Sigma Epsilon (PSE)
- Professional Sales Club

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‘The JMU marketing program empowered me to explore my passions and gain unique skill sets. I entered the dynamic marketing profession with a solid foundation of knowledge and a competitive edge.’

Haley Nininger
James Madison University, ‘18
Marketing Analyst at Workshop Digital
DEPARTMENT HIGHLIGHTS

- Ranked by College Factual as one of the top 10% of all marketing programs nationwide and the No. 1 marketing program in Virginia.
- Named a “Top University Sales Program” by the Sales Education Foundation.
- The JMU American Marketing Association was one of 20 collegiate chapters, out of over 400, to achieve top chapter status in 2019. JMU has earned this prestigious recognition for 20 consecutive years.

LOWER B.B.A. CORE

<table>
<thead>
<tr>
<th>Course</th>
<th>Considerations</th>
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<tbody>
<tr>
<td>MATH 205 - Calculus</td>
<td>MATH 205 and COB 191 are prerequisites for COB 291.</td>
</tr>
<tr>
<td>COB 191 – Business Analytics I</td>
<td>MATH 220 may be substituted for COB 191.</td>
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<tr>
<td>COB 202 – Interpersonal Skills</td>
<td>COB 241 is a prerequisite for COB 242.</td>
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<tr>
<td>COB 204 – Computer Information Systems</td>
<td>COB 242 may be taken as a prerequisite or a co-requisite with COB 300.</td>
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<tr>
<td>COB 241 – Financial Accounting</td>
<td>COB 242 is not required for COB acceptance but it is a graduate requirement as part of the B.B.A. core.</td>
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COB ACCEPTANCE

Students are formally admitted into the College of Business as a B.B.A. major and permitted to register for COB 300 when the following requirements are met:

- Credit is earned for **eight** lower B.B.A. core courses:
  - MATH 205, COB 191 (or MATH 220), COB 202, COB 204, COB 241, COB 291, ECON 200 and ECON 201.
- No B.B.A. core course is attempted more than twice
- A 2.7 average GPA is earned in following **seven** B.B.A. core courses:
  - COB 191 (or MATH 220), COB 202, COB 204, COB 241, COB 291, ECON 200 and ECON 201. Calculus is not included in the GPA calculation.
- A COB 300 application is submitted to the COB Academic Success Center by Nov. 1 for Spring and April 1 for Fall.

GRADUATION REQUIREMENTS

- General Education
- B.B.A. Core
- Five required core marketing courses:
  - MKTG 384 - Integrated Marketing Communications
  - MKTG 385 - Consumer Behavior
  - MKTG 430 - Professional Selling
  - MKTG 482 - Marketing Analytics
  - MKTG 485 - Marketing Management
- Twelve credits of Marketing Electives
- General Electives (see advisor)
- 120 credit hours minimum
- 60 credit hours from a four-year university
- 2.0 or higher cumulative GPA
- 2.0 or higher major GPA

RECOMMENDED MINORS

To learn more about fitting a minor into your overall academic plan, consult with the Marketing Academic Advisor in the Academic Success Center.

- Art
- Business Analytics
- Business French
- Business German
- Business Italian
- Business Spanish
- Chinese Business Studies
- Computer Information Systems
- Communication Studies
- Cultural Communications
- Creative Writing
- Economics
- Educational Media
- Entrepreneurship
- Environmental Management
- Film Studies
- Geographic Science
- Global Supply Chain Management
- Human Resource Development
- Music Industry
- Non-Profit Studies
- Political Communication
- Sport Communication
- Statistics
- Theatre
- Writing, Rhetoric and Technical Communication

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The digital marketing sector is attracting marketing graduates interested in marketing analytics, social media marketing, paid search, display advertising, email marketing, search engine optimization, content marketing, mobile marketing, and integrated digital marketing strategy. To prepare for these exciting and emerging career opportunities, students are encouraged to complete marketing electives with a digital marketing emphasis. These courses help students to acquire an understanding of how cutting-edge technology and digital marketing strategies contribute to the achievement of organizational objectives.

**MKTG 410 - Social Media Marketing**
**MKTG 470 - Strategic Internet Marketing**
**MKTG 477 - Digital Marketing Practicum (only offered in the spring)**
**MKTG 494 - Marketing Internship (with a digital marketing focus).**

The hands-on learning environment within the digital marketing area of emphasis lays the groundwork for students to successfully pass professional certification exams such as the Professional Certified Marketer (PCM), Google Analytics Individual Qualification (IQ), Google AdWords, Hootsuite Social Marketing, Facebook Blueprint and Hubspot Marketing Certifications.

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**POSSIBLE MARKETING ELECTIVES**

- MKTG 386 - Services Marketing
- MKTG 388 - Retail Marketing
- MKTG 405 - Survey Research
- MKTG 410 - Social Media Marketing
- MKTG 450 - Business Marketing
- MKTG 455 - Sales Leadership
- MKTG 460 - Global Marketing
- MKTG 462 - International Logistics
- MKTG 465 - CRM Technology for Sales Professionals
- MKTG 466 - Advanced Professional Selling
- MKTG 470 - Strategic Internet Marketing
- MKTG 477 - Digital Marketing Practicum
- MKTG 480 - Product Development and Management
- MKTG 490 - Special Studies in Marketing
- MKTG 494 - Marketing Internship
- MKTG 498 - Special Topics in Marketing
- MKTG 499 - Marketing Honors Project

**B.B.A. IN MARKETING WITH A CONCENTRATION IN PROFESSIONAL SALES**

The Professional Sales Concentration is designed for students seeking to launch their career in the business-to-business domain. In conjunction with the programs and services offered by the JMU Center for Professional Sales, such as networking events and sales competitions, the curriculum prepares students to quickly succeed in the dynamic and competitive world of sales. Graduates work in industries such as technology, bio-medical and business services.

Students are strongly encouraged to register for MKTG 430 as soon as possible after completing COB 300 because all marketing electives in the sales concentration build upon the content of MKTG 430. To earn the concentration, students must successfully complete at least two of the sales-focused marketing electives below, although all three are highly recommended.

- MKTG 455 - Sales Leadership
- MKTG 465 - Customer Relationship Management
- MKTG 466 - Advanced Sales (only offered in the spring)

To officially pursue the B.B.A. in Marketing with a Concentration in Professional Sales, students must formally declare the concentration within MyMadison. The concentration will be noted on the transcript of record only after the student graduates.

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**RECOMMENDED ACADEMIC PLAN FOR MARKETING MAJORS**

The College of Business recognizes all students as individuals. The recommended academic plan for marketing majors is intended as an example only. For instance, some students may be prepared to take COB 300 during the 2nd semester of their sophomore year, particularly those with numerous AP and dual enrollment hours. Students are encouraged to develop individualized academic plans in consultation with their Marketing Academic Advisor and taking into account unique skills, interests and goals. For specific course listings, please refer to the undergraduate catalog.

### FRESHMAN - 1st Semester

- Gen Ed (C1)
- Gen Ed (C1)
- Gen Ed (C2)
- MATH 205 (C3)
- ECON 200 (C4)

### FRESHMAN - 2nd Semester

- Gen Ed (C1)
- *Gen Ed (C3)
- COB 191
- COB 204
- ECON 201

### SOPHOMORE - 1st Semester

- Gen Ed (C2)
- *Gen Ed (C4)
- Gen Ed (C5)
- COB 241
- COB 202

### SOPHOMORE - 2nd Semester

- Gen Ed (C2)
- Gen Ed (C3)
- Gen Ed (C5)
- COB 242
- COB 291

### JUNIOR - 1st Semester

- COB 300A
- **COB 318
- MKTG 384
- MKTG 430
- Elective

### JUNIOR - 2nd Semester

- **COB 318
- MKTG 385
- MKTG 430
- Elective
- Elective

### SENIOR - 1st Semester

- MKTG 482
- MKTG Elective
- MKTG Elective
- MKTG Elective

### SENIOR - 2nd Semester

- COB 487
- MKTG 485
- MKTG Elective
- Elective
- Elective

C = Cluster. For example, C1 is a Cluster One course in the General Education (Gen Ed) Program at JMU.

*Four credits.

**COB 318 must be taken before COB 487.

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**DIGITAL MARKETING AREA OF EMPHASIS**

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**COLLEGE OF BUSINESS CLASS OF 2018 PROFILE**

- **Average Starting Marketing Salary**: $47,571
- **Average Starting CoB Salary**: $57,837
- **% CoB Jobs with Signing Bonus**: 58%
- **Average CoB Signing Bonus**: $5,580

**95%** of CoB graduates are employed, in continuing education or engaged in other career related endeavors.

The Class of 2018 includes 800 students graduating August 2017, December 2017 and May 2018.

*Salary figure does not include commissions and other incentive pay. 45% of JMU marketing graduates reported commission and other incentive pay in addition to their average starting salary.*

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**STEPS TO CAREER SUCCESS**

**FRESHMAN**

- Adjust to campus life
- Explore majors
- Build rapport with faculty
- Establish a solid GPA
- Join a student organization
- Attend professional development events
- Consider study abroad programs
- Practice professional behavior
- Create a resume/make an appointment with a career advisor to review
- Ask your network about part time/summer job leads
- Shadow professionals in a field of interest to you
- Polish your online presence

**SOPHOMORE**

- Participate in the CoB Career KickStart
- Identify skills and interests
- Continue to work on your resume and build a reference list
- Activate your Handshake account
- Create a LinkedIn profile
- Attend JMU Career and Internship Fairs
- Attend career related events
- Research employers
- Apply for externship/internship
- Join a CoB student organization
- Apply for a CoB Career Trek
- Apply for a study abroad program

**JUNIOR**

- Apply for internships
- Practice with mock interviews and InterviewStream
- Attend JMU Career and Internship Fairs
- Seek leadership roles on campus (e.g., student organizations)
- Join a professional organization related to your interests
- Consider graduate school
- Develop a job search strategy
- Network and conduct informational interviews with business professionals and JMU alumni
- Participate in case competitions

**SENIOR**

- Update your resume
- Practice with mock interviews and InterviewStream
- Apply for full-time positions
- Follow up on job leads
- Network with business professionals and JMU alumni
- Use the on-campus recruiting program (OCR)
- Connect with the JMU Alumni Relations office
- Apply to graduate school
- Negotiate salary

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**JMU Career and Academic Planning**

Choosing/Changing Majors
Resource Center
Job Search/Graduate School
Career Counseling
On-Campus Interviewing
Handshake Questions
Employer Relations

Student Success Center
Room 3210
(540) 568-6555
cap@jmu.edu
https://www.jmu.edu/cap

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