

# MARKETING (BS)

## Bachelor of Science

Marketing is a fundamental activity in corporate and not-for-profit organizations. The emphasis on metrics, cost-effective operations, value delivery systems, customer satisfaction and brand loyalty in today's economy make marketing a priority in all business settings. The marketing major prepares students for careers in digital marketing, product development, brand management, advertising, personal selling, and consumer research. Practical application of marketing theory is highlighted in the required capstone experience.

The Marketing program is designed to help students gain the integrated communication, marketing, management, and research skills needed for success in today's high-tech, big data business environment. The program prepares students to work in a fast growing career field by combining the foundations of digital marketing with relevant applications and analytical techniques.

Coursework examines the ways that digital technology affects communication and marketing strategies. Students learn to plan, implement, and measure the results of marketing campaigns using various software, web, and social media platforms. The curriculum also includes real-world case studies, providing opportunities for students to leverage the analysis and marketing channels that are widely used in today's business settings.

## Program Requirements

Code	Title	Credits
<b>Business Core</b>		
BUS-1020	Foundations of Management	4
ACC-2010	Principles of Financial Accounting	4
ECN-2030	Principles of Economics <sup>1</sup>	4
MTH-2100	Statistics	4
MKT-2300	Principles of Marketing	4
FIN-3400	Principles of Finance	4
BUS-4990	Contemporary Topics in Business Strategy and Planning	4
<b>Marketing Courses</b>		
MKT-2370	Integrated Marketing Communication and Brand Building	4
MKT-2390	Marketing Research for Consumer Insight	4
MKT-3330	Strategic Sales and Customer Relationship Management	4
MKT-3630	Digital Strategy and Automation	4
MKT-4940	Marketing Internship <sup>2</sup>	4
<b>Selected Course</b>		
Select 4 semester hours of the following:		4
BUS-3590	Business Data Analytics	
MKT-3710	Data Mining and Visualization	
<b>Total Credits</b>		<b>52</b>

<sup>1</sup> The ECN-2030 requirement can be met by the 2-course micro/macro (ECN-2300 / ECN-2400 ) sequence.

<sup>2</sup> For students who are double majoring in a major that also requires an internship, Marketing will accept one internship to satisfy both majors'

internship requirements. The internship requirement can also be met with any travel course offered from the Dunham School (ACC, BAD, ECN, FIN, MKT).

## Undergraduate Degree Requirements

A student who graduates from Aurora University with a baccalaureate degree will have met the following requirements:

1. Completion of all requirements for an approved major (with no grades lower than "C").
2. Overall completion of at least 120 semester hours of coursework with a GPA of at least 2.0 on a 4.0 scale (a course may be utilized only once in application toward a degree requirement, unless otherwise noted in the academic regulations). The 120 semester hours of coursework must include:
  - At least 52 semester hours completed at a senior college.
  - Residency Requirement - At least 30 semester hours completed at Aurora University, including the last 24 semester hours in the degree, and including at least 18 semester hours in the major. (Portfolio assessment credit, life and vocational experience credit, off-campus experience credit, examination credit, participation credit, and block credit, shall not count toward the residency requirement).
  - Upper-Division Requirement - A minimum of 30 semester hours numbered 3000 or above. Of these 30 semester hours, 15 semester hours must lie within the major and 15 semester hours must be completed at Aurora University.
3. Completion of all General Education requirements (with no grades lower than "C"), as follows:
  - Quantitative and Formal Reasoning competency requirement (<https://catalog.aurora.edu/regulations-policy-catalog/academic-regulations-procedures/general-education/#satisfy-quantitative-reasoning-requirement>)
  - ENG-1000 Introduction to Academic Writing
  - IDS-1200 Discover What Matters or IDS-3040 Global Justice
  - IDS-1150 First Year Experience - *Not required for Transfer or AU Online students*)
  - Satisfactory participation in the junior-year mentoring and assessment process designed to guide students to successful completion of their degree and to encourage planning for next steps beyond graduation. (IDS-3500 Junior Mentoring Program I and IDS-3550 Junior Mentoring Program II - *Not required for ADC or AU Online students but may be designated electives for AU Online students admitted with fewer than 15 hours of transfer credit.*)
  - Distribution Requirements  
*Students will complete one approved course<sup>1</sup> from each of the following categories:*
    - Artistic Literacy
    - Cultural Literacy
    - Human Inquiry
    - Scientific Inquiry

*In addition to the above, ADC and Online students will also complete one approved course<sup>1</sup> from the following category:*

- Discovery and Reflection

<sup>1</sup> Only courses that are approved to meet the distribution requirement can be used toward this requirement. See the list of approved courses

(<https://catalog.aurora.edu/regulations-policy-catalog/academic-regulations-procedures/general-education/#approved-courses-gen-ed-distribution>) for available options. Courses taken to meet distribution requirements are 4 semester hours apiece, with the following exceptions:

- An approved transfer course of at least 2.50 semester hours can be used to satisfy a distribution requirement.
- Courses with co-requisite laboratory components may be used to satisfy a distribution requirement, provided that the student successfully complete both the three-credit-hour course and the single-credit-hour lab component.

## Learning Outcomes

### 1. Segmentation and Targeting

Students will be able to summarize multiple segmentation strategies and identify an appropriate segmentation approach to define a specific target market for an identified brand.

### 2. Positioning

Students will be able to develop a strong positioning statement based on the defined target market that creates a clear point of differentiation for a specified brand.

### 3. Promotion Mix

Students will be able to recall a range of promotional opportunities and assess which promotional tools are most effective for a specific scenario.

### 4. Data Application

Students will be able to interpret basic data sets and use the information to make marketing decisions.