

# MARKETING CONCENTRATION

## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

### OVERVIEW OF THE PROGRAM:

The Bachelor of Science (B.S.) in Business Administration with a Marketing concentration provides student's knowledge and skills to prepare them for marketing-oriented careers in a wide range of organizations and industries. The program focuses on teaching and developing skills related to key marketing activities, such as sales, sales management, segmenting, targeting, pricing, promoting, distribution, social media content, marketing research and marketing management. Courses build student understanding of the ethical, legal, social, environmental, technological and global context within which marketing strategies are developed and executed. This program develops marketing skills that are needed in all marketing-oriented organizations. The Business Administration degree is Accredited by the Accreditation Council for Business Schools & Programs (ACBSP).

### EMPLOYMENT OPPORTUNITIES:

Students completing the B.S. in Business Administration with a Marketing concentration will be able to compete for positions as sales representative, sales managers, account managers, creative directors, social media content managers, advertising managers, fundraising managers, marketing directors, brand managers, and product managers to name a few.



**“Students concentrating in marketing will find a wide variety of exciting career opportunities when they graduate. The skills and knowledge that students gain in class gives them the ability to compete in today’s dynamic job market.”**

**Jim Davis**  
Associate Professor

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## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: MARKETING

### MODEL SCHEDULE

#### FRESHMAN FIRST SEMESTER

BISM 1200 INTRO TO COMPUTING (FULFILLS <b>CORE #10</b> PERSONAL DEVELOPMENT/TECHNOLOGY)	3
BSBA 2211 PRINCIPLES OF MACROECONOMICS (FULFILLS <b>CORE #8</b> SOCIAL SCIENCE W/ CRITICAL THINKING)	3
BSBA 1100 BUSINESS ONBOARDING (RECOMMENDED <b>CORE #1</b> FIRST YEAR SEMINAR)*	3
ENGL 1101 WRITTEN ENGLISH (FULFILLS <b>CORE #2</b> WRITTEN COMMUNICATION)	3/4
MATH 1430/1530 COLLEGE ALGEBRA (FULFILLS <b>CORE #4</b> MATHEMATICS)	3/4
<b>TOTAL</b>	<b>15-17</b>

#### FRESHMAN SECOND SEMESTER

BISM 1500 BUSINESS INFORMATION TOOLS	3
BSBA 2212 PRINCIPLES OF MICROECONOMICS	3
BSBA 2204 PRINCIPLES OF MARKETING	3
ENGL 1102 WRITTEN ENGLISH II (RECOMMENDED <b>CORE #2</b> WRITTEN COMMUNICATION)*	3
CHOOSE COURSE FROM <b>CORE #5</b> HUMANITIES W/ CRITICAL THINKING	3
<b>TOTAL</b>	<b>15</b>

#### SOPHOMORE FIRST SEMESTER

BSBA 2209 PRINCIPLES OF MANAGEMENT	3
BSBA 2220 FUNDAMENTALS OF ACCOUNTING	3
COMM 2202 INTRO TO COMMUNICATION IN THE WORLD OF WORK (RECOMMENDED <b>CORE #3</b> ORAL COMMUNICATION)*	3
CHOOSE COURSE FROM <b>CORE #9</b> CITIZENSHIP ELECTIVE	3
<b>TOTAL</b>	<b>15</b>

#### SOPHOMORE SECOND SEMESTER

BSBA 2800 BUSINESS COMMUNICATIONS IN A DIGITAL AGE	3
BSBA 2221 INTRO TO FINANCIAL MANAGEMENT	3
CHOOSE COURSE FROM <b>CORE #6</b> FINE ARTS W/ CRITICAL THINKING	3
CHOOSE COURSE FROM <b>CORE #7</b> NATURAL SCIENCE W/CRITICAL THINKING	4
ELECTIVE	2
<b>TOTAL</b>	<b>15</b>

#### JUNIOR FIRST SEMESTER

BSBA 3306 BUSINESS LAW I	3
BISM 2000 MANAGEMENT INFORMATION SYSTEMS	3
MKTG MARKETING CONCENTRATION ELECTIVE	3
MKTG MARKETING CONCENTRATION ELECTIVE ELECTIVE	3
<b>TOTAL</b>	<b>15</b>

#### JUNIOR SECOND SEMESTER

BSBA 3310 BUSINESS AND ECONOMIC STATISTICS	3
BSBA 3320 INTERNATIONAL BUSINESS	3
MKTG MARKETING CONCENTRATION ELECTIVE ELECTIVE	3
ELECTIVE	3
<b>TOTAL</b>	<b>15</b>

#### SENIOR FIRST SEMESTER

BSBA 4415 STRATEGIC MANAGEMENT & POLICY	3
MKTG 3340 MARKETING RESEARCH	3
MKTG MARKETING CONCENTRATION ELECTIVE	3
MKTG MARKETING CONCENTRATION ELECTIVE ELECTIVE	3
<b>TOTAL</b>	<b>15</b>

#### SENIOR SECOND SEMESTER

BSBA 4420 BUSINESS ETHICS AND CORPORATE ACCOUNTABILITY	3
MKTG 4450 MARKETING MANAGEMENT ELECTIVE	3
ELECTIVE	3
ELECTIVE	3
<b>TOTAL</b>	<b>15</b>

\* STUDENTS MAY CHOOSE FROM APPROVED LIST OF CORE CURRICULUM COURSES IN WHICH THEY ARE ELIGIBLE TO ENROLL.

\* STUDENTS ARE ENCOURAGED TO SEE AN ADVISOR FOR RECOMMENDED ELECTIVES THAT COMPLIMENT THE PROGRAM

#### Marketing Electives

MKTG 3305 Supply Chain Management, MKTG 3310 Consumer Behavior, MKTG 3320 Advertising/Sales Promotion, MKTG 3370 Digital Marketing, MKTG 3399 Special Topics in Marketing, MKTG 3400 Sales/Sales Management, MKTG 3500 New Products



**FAIRMONT STATE UNIVERSITY**  
College of Business & Aviation

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#### CONTACT INFORMATION

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