

MARKETING

Each year, thousands of goods and services are consumed in highly dissimilar markets. Understanding how and why these people consume and make products available to them requires the services of educated marketing professionals who possess a breadth of skills and knowledge. Increasingly, analytics and digital tools are central to the work of marketing professionals to understand consumer and organizational markets. Marketing prepares students to create, communicate, and deliver products and services that have value for customers and society.

PROGRAMS



DEGREES AND CERTIFICATES

- Bachelor of Science in Marketing
- Marketing Minor
- Professional Sales, Certificate

ABOUT THE PROGRAM

The marketing program prepares graduates to undertake and manage the processes for creating, communicating, and delivering value for customers, clients, partners, and society at large. The major includes instruction in consumer behavior, professional selling, product and pricing strategy, integrated marketing communications, supply chain management, marketing research, and marketing strategy.

REAL-WORLD CONNECTIONS



SKILLS AND TALENTS

- Communication
- Content Management Systems
- Digital Marketing Skills
- Marketing Automation
- Planning and Strategy
- Management Skills

CAREERS

- Advertising Sales Representative
- Market Analyst
- Advertising Specialty Sales
- Marketing Manager
- Business Researcher
- Purchasing Agent

EMPLOYERS

- Fastenal
- Fun.com
- Menards
- State Farm Insurance
- Target
- Taylor Corporation

INSPIRED ACTION



EMPLOYMENT RATE

97%
of program graduates begin their careers within one year of graduation.

Graduates: 546
Respondents: 487
link.mnsu.edu/graduate-follow-up

MEDIAN SALARY

\$156,580
The median annual wage for Advertising, Promotions, and Marketing Managers in May 2023.

Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Advertising, Promotions, and Marketing Managers, at link.mnsu.edu/marketing-salary

PROGRAM WEBSITE



cob.mnsu.edu/mrkt

SAMPLE FOUR-YEAR PLAN - MARKETING, BS

First Year (Fall)	First Year (Spring)
MATH 130 Finite Mathematics and Introductory Calculus (4) ECON 201 Principles of Macroeconomics (3) General Education Course (3) General Education Course (3) General Education Course (3)	CIS 101 Introduction to Information Systems (3) ACCT 200 Financial Accounting (3) ECON 202 Principles of Microeconomics (3) General Education Course (3) General Education Course (3)
Second Year (Fall)	Second Year (Spring)
BLAW 200 Legal Environment of Business (3) ACCT 210 Managerial Accounting (3) ECON 207 Business Statistics (4) BUS 295 Professional Preparation for Business Careers (2) General Education Course (3)	MRKT 210 Principles of Marketing (3) MGMT 230 Principles of Management (3) MRKT 316 Consumer Behavior (3) FINA 362 Business Finance (3) BUS 397 IBE Practicum (3)
Third Year (Fall)	Third Year (Spring)
MGMT 300 Introduction to MIS (3) MRKT 317 Product and Pricing Strategy (3) MRKT 324 Marketing Research & Analysis (3) IBUS 380 Principles of International Business (3) Required General Education Course (3)	MRKT 312 Professional Selling (3) MRKT 318 Integrated Marketing Communications (3) MGMT 346 Operations for the Supply Chain (3) General Education Course (3) Elective Course in Major (3)
Fourth Year (Fall)	Fourth Year (Spring)
MRKT 341 Supply Chain Management (3) General Education Course (3) General Education Course (3) General Education Course (3) Other Graduation Requirements Course (3)	MGMT 481 Business Policy & Strategy (3) MRKT 490 Marketing Management (3) Other Graduation Requirements Course (3) Other Graduation Requirements Course (3) Other Graduation Requirements Course (2)

For more information about program requirements, visit:
mnsu.edu/academics/academic-catalog

LEARN MORE

Department of Marketing and International Business
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The College of Business is accredited by the American Association of Collegiate Schools of Business (AACSB). This is the premier standard for colleges of business. Less than five percent of the world's business schools have earned this hallmark of excellence.

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