WHAT DEGREES AND PROGRAMS ARE OFFERED?

We offer:
- Bachelor of Science in Marketing
- Minor in Marketing

CAREER OPPORTUNITIES

The marketing major prepares students for marketing positions in:
- Retail management
- Industrial and consumer sales
- Promotion
- Marketing research
- Marketing management

A sample of marketing alumni job titles:
- Advertising sales representative
- Market analyst
- Advertising specialty sales
- Marketing manager
- Business researcher
- Purchasing agent
- Director of marketing
- Merchandiser

EXAMINING THE QUALITY OF OUR PROGRAM ACCREDITATIONS

The marketing program is accredited by AACSB International. AACSB International accreditation is obtained by less than 5 percent of business schools across the globe.

Faculty
All courses are taught by professors with terminal degrees. The program is comprised of seven marketing faculty.

Several faculty members have received local and national awards, and all faculty are active in scholarly and creative research.

STUDENT EXPERIENCE

Internships
Students are encouraged to gain real-world experience through internships. Our internship office helps students search, secure and prepare for internships. Each year, over 100 College of Business students earn academic credit for their internships, and most opportunities are paid. Contact: Samantha Campa, cobinternships@mnsu.edu, 507-389-2963 or visit cob.mnsu.edu/internships.

Clubs
The Marketing Club provides an excellent opportunity to meet potential employers and develop leadership skills. Contact: Dr. Kristin Scott, Marketing & International Business Faculty, kristin.scott@mnsu.edu, 507-389-2324. Or visit: mnsu.edu/activities/iso

The Professional Sales Organization, led by faculty advisor, Dr. Chandu Valluri marketing professor, focuses on developing world-class sales leaders with exceptional interpersonal skills. To learn more, contact Dr. Valluri in the marketing department, 507-389-1146 or chandu.valluri@mnsu.edu, mnsu.edu/activities/iso

Scholarships
The College of Business offers more than $200,000 in scholarships each year to deserving business students. Scholarships are awarded on an annual basis and applications are accepted each spring. Contact: College of Business Student Center, cobbadvise@mnsu.edu, 507-389-2963. Or visit: mnsu.edu/scholarshipfinder.

UNIQUE PROGRAMS

Big Ideas Challenge
The Big Ideas Challenge is a new venture competition that encourages and celebrates students’ innovative business ideas. The competition is open to any Minnesota State Mankato student or alumnus within two years of graduating. Individual and team entries are welcome. This new venture competition gives students the opportunity to compete for money to fund their business. Contact: Dr. Yvonne Cariveau, BIC Director, yvonne.cariveau@mnsu.edu, 507-389-1018. Or visit: cob.mnsu.edu/bic

United Prairie Bank Integrated Business Experience (IBE)
The IBE is a cutting edge experience that integrates three of your required business classes (MGM 230, MRKT 210, FINA 362) along with a 3-credit IBE Practicum (BUS 397) to create and run your own business. The students in your IBE class will not only be in all of your classes during this semester, but they’ll also form your student company. Guided by a former IBE student as your company advisor, your company will create a business plan, apply for a real bank loan, sell your product, pay back the loan and donate your profits to charity. The IBE program is your chance to take on the business world before you even graduate. Contact: Dr. Kristin Scott, Marketing Faculty, kristin.scott@mnsu.edu, 507-389-2324. Or visit: cob.mnsu.edu/ibe.

Study Abroad
Study Abroad opportunities are available in different formats, making it easier for you to go abroad in a way that works for you.
• Short-term faculty programs
  Short-term programs are usually a part of a regular on-campus class. The coursework prepares you for a brief trip abroad during winter break or spring break.

  “Fair Trade Study Abroad in Belize” and “New York Study Tour” are options that take students out of the classroom for real-world experiences. Learn more at www.mnsu.edu/studyabroad

• Full semester or year-long programs
  Long-term programs give the opportunity to truly immerse yourself in another culture. These programs are available in Australia and many European countries. Visit: www.mnsu.edu/studyabroad

  Studying abroad is an experience you’ll never forget. You’ll enhance your skills gained on campus, and when you interview with future employers, your experience will demonstrate your ability to adapt to new environments and your capacity for self-direction.

Technology in the College
  We use technology such as simulations and avatars as well as common business applications. We also utilize collaboration technologies for students to work in teams no matter the time and place.

Wall Street Journal Program
  Students in the college receive full access to the Wall Street Journal through an academic partnership program. All students enrolled in a College of Business course (100-499 levels) have access to print and digital material from WSJ and these resources are used throughout the curriculum in the College. The College of Business has been integrating WSJ into classrooms since 2004, and it is the only business school in Minnesota to offer this valuable resource.

For more information please contact
  Department of Marketing and International Business
  Minnesota State University, Mankato
  150 Morris Hall
  Mankato, MN 56001
  Phone
  507-389-2966 (V)
  800-627-3529 or 711 (MRS/TTY)
  Website
  cob.mnsu.edu/mrkt/
  You are encouraged to visit the campus.
  To arrange for a visit, please call:
  Office of Admissions: 507-389-1822
  Toll-free: 800-722-0544

SAMPLE FOUR-YEAR CURRICULUM (MARKETING, BS)

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For additional information about course requirements, please visit https://mankato.mnsu.edu/academics/academic-catalog/