

Academic Fact Sheet



BUSINESS ADMINISTRATION - MARKETING CONCENTRATION (48 Hours)

The Marketing concentration is administered by the
Business Administration and Economics Department.

Facts about the Program

Degrees Offered:

B.S., B.A.

Faculty:

Patricia M. Arneson, Ed.D.
Vaughn L. Benson, Ph.D.
JoAnn E. Bondhus, L.L.M.
Gerald Conway, M.S.E.
Meenakshi N. Dalal, Ph.D.
Laura Dendinger, J.D.
Sharon Garvin, Ed.D.
Kenneth G. Hallgren, Ed.D.
Patricia Lutt, Ph.D.
Jeryl Nelson, Ph.D.
Charles Parker, Ph.D.
John Paxton, Ph.D.
Gerard Ras, M.B.A.
Gary Volk, Ph.D.

Program Description

The primary objective of the Marketing concentration is to provide a series of educational experiences at the undergraduate level as a basis for a career within the Marketing profession. The broad range of core course offerings provides opportunities for individual placement in public, private, or non-profit organizations. Furthermore, the flexibility of elective hours in the major allows individuals desiring a particular career area to achieve some specialization. The Marketing program at Wayne State College strives to build professionalism in its graduates. It not only includes an intensive analysis of marketing principles, but also requires supporting educational course work in other areas of business and economics. Upon completion of the program, students will possess the educational background required to enter the Marketing profession.

Program Content

General Education.....	44
Business Foundation	15
Business Core.....	27
General Electives	18
Marketing Concentration	21
BUS 343 Managerial Accounting	
BUS 372 Selling & Sales Management	
BUS 374 Marketing Communication	
BUS 470 Marketing Management	
BUS 475 Consumer Purchasing & Motivation	
BUS 476 Retail Management	
BUS 480 Business Research	
TOTAL SEMESTER CREDIT HOURS.....	125

Career Opportunities

Buyer Trainee, Ass't Buyer	Purchasing Agent
Retail Store Manager Trainee	Customer Relations
Product Manager	Physical Distribution
Product Salesperson	Specialist
Sales Promotion Manager	Wholesale - Sales
Marketing Research Specialist	Packaging Specialist
Fund Raising Director	
Brand Manager	

Scholarships and Financial Aid

Wayne State College is committed to providing a quality, affordable education for its students. There are several types of financial assistance available for Wayne State students, including grants, loans, work-study and scholarships. The aid packages are composed of money from Pell grants, SEOG grants, SSIG grants, Perkins loans, Stafford student loans, PLUS loans and a variety of scholarships. Contact the Financial Aid Office at (402) 375-7230 for further information.

No special ability scholarships are available in the Marketing area. Students are encouraged to contact the Financial Aid Office for state-assisted and/or annual and endowed scholarship information. Scholarships are highly competitive and awarded through an application process.

For more information contact:

Business Administration and Economics Department
Wayne State College
Wayne, NE 68787
(402) 375-7245 or 1-800-228-9972
www.wsc.edu

**Business Administration
Marketing Concentration (48 Hours)**

Freshman/Sophomore

Fall/Spring

BUS 222 Business Law I (3)
BUS 240 Accounting I (3)
CNA 100 Principles of Human Communication (3)
ECO 203 Principles of Microeconomics (3)
MAT 110 Topics & Ideas in Math (3)

BUS 208 Business Communications (3)
BUS 226 Business Statistics (3)
BUS 241 Accounting II (3)
ECO 202 Principles of Macroeconomics (3)
ENG 102 Composition Skills (3)
Other General Education Courses

Junior

Fall

BUS 350 Managing Behavior in Organizations (3)
BUS 352 Production and Operations Management (3)
BUS 362 International Business (3)
BUS 370 Principles of Marketing (3)

Spring

BUS 322 Managerial Finance (3)
BUS 343 Managerial Accounting (3)
BUS 372 Selling and Sales Management (3)
BUS 374 Marketing Communication (3)

Senior

Fall

BUS 418 Legal Environment of Business (3)
BUS 480 Business Research (3)
BUS 475 Consumer Purchasing and Motivation (3)
BUS 476 Retail Management (3)

Spring

BUS 408 Business Ethics (3)
BUS 470 Marketing Management (3)
CIS 430 Management Information Systems (3)

BUS 420 Strategic Management (3) can be taken after 105 credit hours.