

Marketing

Major Course Work

General Education	46	*Marketing Concentration—24 hours	
Business Foundation	15	BUS 343 Managerial Accounting	3
Business Core	33	372 Selling and Sales Management	3
General Electives	22	374 Prin of Advertising	3
Marketing Concentration *	24	470 Marketing Management	3
		475 Consumer Purchasing and Motivation	3
Total Semester Credit Hours	125	476 Retail Management	3
		480 Business Research	3

Goals & Objectives

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.

Job Opportunities

Completion of the degree in Business Administration with a concentration in Marketing provides for a wide variety of job opportunities including the following:

Advertising

1. Account executive. Maintains contact with clients while coordinating the creative work among artists and copywriters. In full-service ad agencies, account executives are considered partners with the client in promoting the product and aiding in marketing strategy.
2. Media buyer analyst. Deals with media sales representatives in selecting advertising media; analyzes the value of media being purchased.
3. Public relations manager. Develops written or filmed messages for the public; handles contacts with the press.
4. Specialty advertising manager. Develops advertising for the sales staff and customers or distributors.

Retailing

1. Buyer. Selects products a store sells; surveys consumer trends and evaluates the past performance of products and suppliers.
2. Store manager. Oversees the staff and services at a store.
3. Specialty sales. Works with customers providing information and assistance as needed.
4. Merchandise manager. Works with buyers, sales people, other store personnel, and customers to provide the right merchandise selection at the right time and through established merchandising techniques.
5. Home furnishing and apparel designer. Works with store personnel and customers to provide the products and product design that will sell.

Product Management

1. Product manager, consumer goods. Develops new products that can cost millions of dollars, with advice and consent of management. A job with great responsibility.
2. Administrative manager. Oversees the organization within a company that transports products to consumers and handles customer service.
3. Operations manager. Supervises warehousing and other physical distribution functions; often directly involved in moving goods on the warehouse floor.
4. Traffic and transportation manager. Evaluates the costs and benefits of different types of transportation.
5. Inventory control manager. Forecasts demand for stockpiled goods, coordinates production with plant managers, keep track of current levels of shipments to keep customers supplied.
6. Administrative analyst planner. Performs cost analyses of physical distribution systems.
7. Customer Service manager. Maintains good relations with customers by coordinating sales staffs, marketing management, and physical distribution management.
8. Physical distribution consultant. Expert in the transportation and distribution of goods.

Sales

1. Direct. Door-to-door or other personal selling. Compensation is based monthly on a commission.
2. Sales to channel. Sells to another step in the distribution channel (between the manufacture and the store or customer). Salesperson's compensation includes salary plus bonus.
3. Industrial/semi-technical. Sells supplies and services to businesses. Compensation is salary plus bonus.
4. Complex/professional. Sells complicated or custom-designed products to business. Requires understanding of the technology of a product. Compensation is salary plus bonus.
5. Sales promotion manager. Designs promotions for consumer products; works at an ad agency or a sales promotion agency.

Marketing Research

1. Project manager, supplier. Coordinates and oversees the conducting of market studies for a client.
2. Account executive, supplier. Serves as liaison between client and market research firm; similar to an advertising agency account executive.
3. Project director, in-house. Acts as project manager for the market studies conducted by the firm for which one works.
4. Marketing research specialist, advertising agency. Performs or contracts for market studies for agency clients.
5. Domestic and/or international marketing consultant. Works with accounts both in the United States and abroad that do not have full-time marketing departments providing technical and management guidance in marketing.

Nonprofit

1. Marketing manager, performing arts. Develops and directs mail campaigns, fund-raising, and public relations for arts organizations.
2. Fund raising directors. Work with philanthropic organizations to obtain funds for non-profit organization operations and growth.

Wayne State College

1111 MAIN STREET ♦ WAYNE, NE 68787

402-375-7245 ♦ WWW.WSC.EDU