

BUSINESS ADMINISTRATION > MARKETING

Marketing is a critical component of business. Aligning the company's objectives to the customer's wants and needs and developing satisfying exchange relationships are the essence of marketing strategies. Marketing managers are concerned about influencing customer perceptions, delivering product benefits, and building brand loyalty. The marketing degree program at Wayne State College will give you a strong foundation in brand development. The field of marketing is vibrant and dynamic and includes many different career opportunities, such as advertising and integrated marketing communications, customer relationship management, digital and social media marketing, sales management, omnichannel retailing, and consumer buying behavior. Our experienced, caring, and innovative professors in the marketing degree program will guide you in marketing strategy, consumer behavior theory, integrated marketing communication and advertising campaigns, development of marketing plans, and beyond!

fast facts

Hours:

48 hours for concentration
30 hours in general education

At least 120 hours are required for graduation from Wayne State College. You may add a second major, minor, or electives to help meet these requirements.

Degrees offered: B.A. or B.S.

Department: Business and Economics

School: Business and Technology

Internship: Encouraged but not required

Popular minors: Merchandising and Design, Online and Social Media, Communication Studies, Graphic Design, Web and Mobile App Design, Sport Management

Accreditation: International Accreditation Council for Business Education (IACBE)

focus on results

Skills Learned

- Principles of business marketing
- Advertising and communication strategies
- Planning sales and marketing programs
- Retail store pricing and merchandising plans
- Business management and leadership
- Understanding consumerism
- Legal and ethical standards of business
- Presentation and public speaking
- Oral and written communication
- Computer literacy and competency
- Digital marketing analytics
- Social media marketing development

Possible Careers

- Marketing manager
- Marketing director
- Sales manager
- Operations manager
- Public relations specialist
- Store manager
- Digital marketing specialist
- Business analyst
- Advertising manager
- Marketing coordinator

Types of Employers

- Businesses and corporations
- Marketing firms
- Advertising agencies
- Research firms
- Retail stores
- Schools, colleges, and universities
- Government / federal agencies
- Non-profit organizations
- Health care facilities
- Manufacturing companies

outside the classroom



Visit www.wsc.edu/clubs to learn more about clubs and organizations on campus.

Activities / Opportunities

- Peer tutoring and mentoring
- Study Abroad
- Service-Learning

Clubs / Organizations

- College Entrepreneurs' Organization (CEO)
- Delta Sigma Pi
- Phi Beta Lambda
- Pi Omega Pi
- Sigma Beta Delta

Sample program of study

2021-22 Academic Year

Every effort is made to ensure this information is current, but please be aware that some content may have changed. There is no substitute for developing a careful course registration plan in consultation with your advisor. The class sequence listed is suggested only. The final decision rests with the student and academic advisor.

Freshman/Sophomore

BUS 208 Business Communications.....	3
BUS 222 Business Law I.....	3
BUS 226 Business Statistics.....	3
BUS 240 Accounting I.....	3
BUS 241 Accounting II.....	3
BUS 260 Management Theory and Practice.....	3
BUS 270 Principles of Marketing.....	3
CNA 100 Principles of Human Communication.....	3
ECO 202 Principles of Macroeconomics.....	3
ECO 203 Principles of Microeconomics.....	3
ENG 102 Composition Skills.....	3
General Studies courses	

Junior

BUS 262 International Business.....	3
BUS 322 Managerial Finance.....	3
BUS 343 Managerial Accounting (spring only).....	3
BUS 352 Operations and Supply Chain Management.....	3
BUS 372 Selling and Sales Management (spring only).....	3
BUS 374 Marketing Communication (spring only).....	3
General electives, second concentration, or minor by advisement	

Senior

BUS 408 Business Ethics.....	3
BUS 418 Legal Environment of Business.....	3
BUS 470 Marketing Management.....	3
BUS 475 Consumer Purchasing and Motivation.....	3
BUS 476 Retail Management.....	3
BUS 480 Business Research.....	3
BUS 490 Assessment Seminar (taken during final semester).....	0
CIS 430 Management Information Systems.....	3
General electives, second concentration, or minor by advisement	

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

business and economics faculty



Visit www.wsc.edu/business to learn more about the Department of Business and Economics.

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