

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 and promotion. The field of marketing is vibrant and dynamic and includes many different career opportunities, such as digital and social media marketing and analytics, advertising and integrated marketing communications, customer relationship management, sales management, omnichannel retailing, and consumer buying behavior. Our experienced professors in the Marketing degree program will guide you in marketing strategy, journey mapping, integrated marketing communication and advertising campaigns, development of marketing plans, and digital marketing analytics.

fast facts

Credit hours: 63

Students must also take 30 credit hours of General Studies courses. A total of 120 credit hours are needed to graduate from WSC. Additional majors or minors can be added to help meet graduation requirements.

Degree options: B.A. or B.S.

Department: Business and Economics

School: Business and Technology

Popular pairings: Graphic Design, Online and Social Media, Promotion and Media, 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 omnichannel strategies
- Business management and leadership
- Understanding consumerism
- Legal and ethical standards of business
- Digital marketing analytics
- Social media marketing development

Possible Careers

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

Types of Employers

- Businesses and corporations
- Marketing firms
- Advertising agencies
- 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

- Career Scholars Program
- Peer tutoring and mentoring
- Study Abroad
- Service-Learning

Clubs / Organizations

- Collegiate Entrepreneurs' Organization (CEO) (*open to Career Scholars*)
- FBLA Collegiate
- Sigma Beta Delta

Courses and outcomes

2026-27 Academic Year

The following courses are required for the program of study described on this sheet. Every effort is made to ensure this information is current, but please be aware that some content may have changed. To develop a plan for registering and taking these courses, please consult the current academic catalog and your advisor.

Program courses

Take ECO 203 Principles of Microeconomics for CAT 8. Take ECO 202 Principles of Macroeconomics for CAT 10.

Business Administration Foundation Courses

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
ECO 202 Principles of Macroeconomics.....	3
ECO 203 Principles of Microeconomics	3

Business Administration Core Courses

BUS 260 Management Theory and Practice.....	3
BUS 262 International Business.....	3
BUS 270 Principles of Marketing.....	3
BUS 322 Managerial Finance.....	3
BUS 352 Operations and Supply Chain Management	3
BUS 408 Business Ethics	3
BUS 418 Legal Environment of Business.....	3
BUS 420 Strategic Management.....	3

Marketing Concentration Courses

BUS 372 Selling and Sales Management	3
BUS 373 Marketing with Social Media.....	3
BUS 374 Advertising and Integrated Marketing.....	3
BUS 470 Marketing Management.....	3
BUS 472 Marketing Analytics.....	3
Select one of the following.....	3
BUS 475 Consumer Purchasing and Motivation (3)	
BUS 476 Omnichannel Retailing Management (3)	

Student learning outcomes

1. Demonstrate an understanding of the core areas of business, which includes accounting, economics, management, quantitative business, finance, marketing, legal environment, information systems, and international
2. Demonstrate effective skills in written and oral communication in business settings
3. Work effectively in a team environment
4. Apply ethical frameworks to formulate management decision alternatives

business and economics faculty



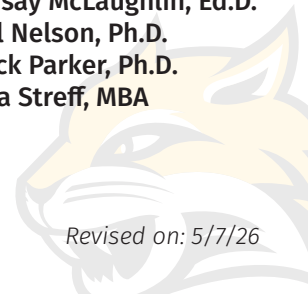
Visit www.wsc.edu/business-economics-department to learn more about the Department of Business and Economics.

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Michelle Laughlin, Ed.D.
Kelly Legler, MBA

Patricia Lutt, Ph.D.
Rose MacClure, J.D.
Lindsay McLaughlin, Ed.D.
Jeryl Nelson, Ph.D.
Chuck Parker, Ph.D.
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