

# MARKETING, BACHELOR OF SCIENCE (B.S.) WITH A CONCENTRATION IN PERSONAL SELLING AND BUSINESS MARKETING

The major in marketing gives students a broad working knowledge of contemporary marketing philosophy and practice. The concentration in personal selling and business marketing gives students a focus on personal selling strategies in the consumer and business-to-business marketplace. Judicious selection of courses will also allow students to tailor their program of study to their individual backgrounds, interests and career aspirations. The courses in the major provide a mix of educational approaches, including lecture and discussion, case problems, and in-field experience. Graduates of this program will find career opportunities in marketing management, advertising, sales, marketing research, public relations, retailing and other areas of business.

## Learning goals

The B.S. in Marketing program:

- Provides students with a broad knowledge of marketing concepts and practices needed in the increasingly diverse domestic and global marketplace
- Prepares students to apply analytical tools to creatively solve marketing problems

## Learning outcomes

Upon completing this program, students will know how to do the following:

1. Identify marketing problems and evaluate alternative solutions
2. Demonstrate research design and analysis skills needed to conduct impactful marketing research
3. Know and apply consumer behavior concepts and the factors that affect consumer decision-making
4. Understand and apply fundamental marketing concepts and strategies in the international marketplace

## Special requirements

The foundation program specifies course work required during the freshman and sophomore years. Students are eligible for admission into the advanced business program with a major in the School of Business upon meeting the minimum cumulative GPA requirement and successful completion of:

Course	Title	Hours
A minimum of 54 credits in the foundation program		54
ACCT 203 & ACCT 204	Introduction to Accounting I and Introduction to Accounting II	6
BUSN 201	Foundations of Business	3
BUSN 212	Differential Calculus and Optimization for Business	3-4
or MATH 200	Calculus with Analytic Geometry I	

BUSN 225	Winning Presentations	3
ECON 210	Principles of Microeconomics	3
ECON 211	Principles of Macroeconomics	3
INFO 160	Digital Literacy: Computer Concepts, Internet, Digital Devices	1
INFO 161	Digital Literacy: Word Processing Skills	1
INFO 162	Digital Literacy: Spreadsheets Skills I	1
INFO 166	Digital Literacy: Database Skills	1
UNIV 111 Play course video for Focused Inquiry I	Focused Inquiry I	3
UNIV 112 Play course video for Focused Inquiry II	Focused Inquiry II (with a minimum grade of C)	3
UNIV 200	Inquiry and the Craft of Argument (with a minimum grade of C)	3

The admission requirements for the School of Business (<http://bulletin.vcu.edu/undergraduate/business/undergraduate-information/academic-policies>) detail the deadlines for students to be admitted to the advanced business program with a major in the school. At least 30 hours of the required business courses for the Bachelor of Science must be taken at VCU.

All baccalaureate degree programs in the School of Business require successful completion of the business knowledge exam as administered in BUSN 499.

Students may need to take additional mathematics courses as prerequisites to BUSN 212 or MATH 200. These credits will count as electives in the foundation program. The sample curriculum outline provides an example in which BUSN 171 is used as a prerequisite for BUSN 212.

The INFO 160, INFO 161, and INFO 162 requirements may be waived upon successful completion of a Knowledge Equivalency Test administered by the Office of Undergraduate Studies. No more than two additional credits may be applied to the degree from the INFO 16x series.

No more than four credits in physical education courses may be applied to the degree.

INTL 493 may not be counted toward a business degree.

Credit for SPCH 121 or SPCH 321 will substitute for BUSN 225, and no more than three credits of these courses may be applied toward a business degree. Credit for STAT 210 or STAT 212 will substitute for SCMA 301. Students who earned a minimum grade of B in ECON 203 at VCU may substitute that credit for ECON 210.

## Degree requirements for Marketing, Bachelor of Science (B.S.) with a concentration in personal selling and business marketing

### Business foundation (60 credits minimum)<sup>1</sup>

### General Education requirements (34 credits minimum)<sup>2</sup>

Course	Title	Hours
<b>University Core Education Curriculum</b>		
UNIV 111 Play course video for Focused Inquiry I	Focused Inquiry I	3

UNIV 112 Play course video for Focused Inquiry II	Focused Inquiry II	3
UNIV 200	Inquiry and the Craft of Argument	3
Approved humanities/fine arts		3
Approved natural/physical sciences		3-4
Approved quantitative literacy:		3-4
BUSN 212	Differential Calculus and Optimization for Business	
or MATH 200	Calculus with Analytic Geometry I	
Approved social/behavioral sciences		3-4
<b>Total Hours</b>		<b>21-24</b>

Course	Title	Hours
<b>Business general education requirements</b>		
ECON 210	Principles of Microeconomics	3
ECON 211	Principles of Macroeconomics	3
INFO 160	Digital Literacy: Computer Concepts, Internet, Digital Devices	1
INFO 161	Digital Literacy: Word Processing Skills	1
INFO 162	Digital Literacy: Spreadsheets Skills I	1
INFO 166	Digital Literacy: Database Skills	1
Business general education elective (Select credits from the approved list.)		3
<b>Total Hours</b>		<b>13</b>

Course	Title	Hours
<b>Additional Business Foundation requirements</b>		
ACCT 203 & ACCT 204	Introduction to Accounting I and Introduction to Accounting II	6
BUSN 201	Foundations of Business	3
BUSN 225	Winning Presentations	3
Open electives		11-14
<b>Total Hours</b>		<b>23-26</b>

1  
Students may complete additional course work (if needed) in electives to total 60 credit hours in business foundation.

2  
Students who receive waivers to these required courses must complete additional business general education electives to reach the 34-credit minimum.

**Advanced business program (60 credits minimum)**

Course	Title	Hours
<b>Advanced business core</b>		
BUSN 325	Organizational Communication	3
BUSN 499	Business Knowledge Exam	0
FIRE 311	Financial Management	3
MGMT 303	Creativity and Ideation	3
MGMT 310	Managing People in Organizations	3
MGMT 434	Strategic Management (capstone)	3
MKTG 301	Marketing Principles	3

SCMA 301	Business Statistics I	3
<b>Major requirements</b>		
Advanced core (flexible by major)		
BUSN 323	Legal Environment of Business	3
INFO 360	Business Information Systems	3
MKTG 310	Information for Marketing Decisions	3
MKTG 335	Introduction to Personal Selling	3
SCMA 320	Production/Operations Management	3
Major-specific courses		
MKTG 302	Marketing Problems	3
MKTG 315	Buyer Behavior	3
MKTG/INTL 320	International Marketing	3
Select two of the following:		6
MKTG 325	Business-to-business Marketing	
MKTG 340	Retail Management	
MKTG 435	Selling in the Business Marketplace	
SCMA 386	Global Supply Chain Management	
Approved marketing electives		9
<b>Total Hours</b>		<b>60</b>

The minimum total of credit hours required for this degree is 120.

**Business general education electives**

Course	Title	Hours
Additional University Core Education Curriculum approved courses		
Any AFAM, ANTH, ANTZ, ARTH, BIOL, BIOZ, CHEM, CHEZ, CRJS, DANC, ENGL, ENVS, FRSC, FRSZ, HIST, INNO, INSC, INTL (except INTL 493), MASC, MATH, PHIL, PHYS, PHYZ, POLI, PSYC (except PSYC 214), RELS, SOCS, SOCY, USRP or WRLD course		
Any foreign language course		
Any honors-designated course taught outside of the School of Business		
Any of the following UNIV courses:		
UNIV 211	Food for Thought	
UNIV 213 Play course video for The Truth About Lying	The Truth About Lying	
UNIV 217	Finding Your Voice in Contemporary Society	
UNIV 222	Pseudoscience	
UNIV 299	What's the Big Idea?	

**Marketing electives**

Course	Title	Hours
MKTG 325	Business-to-business Marketing	3
MKTG 330	Integrated Marketing Communications	3
MKTG 340	Retail Management	3
MKTG 350	Customer and Marketing Analytics	3
MKTG 430	Experiential Marketing	3
MKTG 435	Selling in the Business Marketplace	3
MKTG 442	Services Marketing	3
MKTG 445	Nonprofit Marketing	3

MKTG 448	Digital Marketing	3
MKTG 450	Product Development and Management	3
MKTG 470	Field Project in Marketing	3
MKTG 475	Honors Seminar in Marketing	3
MKTG 485	Internship in Selling	3
MKTG 491	Topics in Marketing (variable; no more than six credits)	1-3
MKTG 492	Independent Study in Marketing	1-3
MKTG 493	Internship in Marketing	3
Students may select up to six credits from the following (each course should be worth three credits): <sup>1</sup>		6
ACCT 303	Intermediate Accounting I	
BUSN/INTL 329	Introduction to Intercultural Communication	
BUSN 400	Principles of Consulting	
BUSN 401	International Consulting Practicum	
ECON 301	Microeconomic Theory	
ECON 303	Managerial Economics	
ECON 307	Money and Banking	
ECON 312	E-commerce and Markets for Information Goods	
FASH 341	Merchandise Planning and Control	
FASH 342	Retail Buying Simulation	
FIRE 305	Principles of Real Estate	
FIRE 309	Risk and Insurance	
FIRE 315	Real Property Management	
INFO 361	Systems Analysis and Design	
INFO 364	Database Systems	
INNO 460	Product Innovation: da Vinci Project	
MGMT 321	Survey of Entrepreneurship	
MGMT 389	Managerial Skills Development	
MGMT/INTL 418	International Management	
MGMT/INTL 419	Doing Business in Europe	
MGMT 491	Topics in Management	
SCMA 302	Business Statistics II	
SCMA 303	Business Analytics	
SCMA 350	Introduction to Project Management	
SCMA 386	Global Supply Chain Management	

1

Students must complete prerequisites for these courses as specified in the course description.

What follows is a sample plan that meets the prescribed requirements within a four-year course of study at VCU. Please contact your adviser before beginning course work toward a degree.

#### Freshman year

Fall semester		Hours
BUSN 171	Mathematical Applications for Business	3
INFO 160	Digital Literacy: Computer Concepts, Internet, Digital Devices	1
INFO 162	Digital Literacy: Spreadsheets Skills I	1
UNIV 101	Introduction to the University ((satisfies open elective))	1

UNIV 111	Focused Inquiry I	3
Play course video for Focused Inquiry I		
University Core Education Curriculum approved courses		6
Term Hours:		15

#### Spring semester

BUSN 212	Differential Calculus and Optimization for Business	3
BUSN 225	Winning Presentations	3
INFO 161	Digital Literacy: Word Processing Skills	1
INFO 166	Digital Literacy: Database Skills	1
UNIV 112	Focused Inquiry II	3
Play course video for Focused Inquiry II		
Open elective		1
University Core Education Curriculum approved course		3
Term Hours:		15

#### Sophomore year

##### Fall semester

ACCT 203	Introduction to Accounting I	3
BUSN 201	Foundations of Business	3
ECON 210	Principles of Microeconomics	3
UNIV 200	Inquiry and the Craft of Argument	3
Open elective		3
Term Hours:		15

##### Spring semester

ACCT 204	Introduction to Accounting II	3
ECON 211	Principles of Macroeconomics	3
MKTG 301	Marketing Principles	3
SCMA 301	Business Statistics I	3
Open elective		3
Term Hours:		15

#### Junior year

##### Fall semester

BUSN 325	Organizational Communication	3
INFO 360	Business Information Systems	3
MGMT 310	Managing People in Organizations	3
MKTG 302	Marketing Problems	3
MKTG 310	Information for Marketing Decisions	3
Term Hours:		15

##### Spring semester

FIRE 311	Financial Management	3
MGMT 303	Creativity and Ideation	3
MKTG 315	Buyer Behavior	3
MKTG 335	Introduction to Personal Selling	3
Approved marketing elective		3
Term Hours:		15

#### Senior year

##### Fall semester

BUSN 323	Legal Environment of Business	3
BUSN 499	Business Knowledge Exam	0
MKTG/INTL 320	International Marketing	3
MKTG 325 or MKTG 340 or MKTG 435 or SCMA 386	Business-to-business Marketing or Retail Management or Selling in the Business Marketplace or Global Supply Chain Management	3
SCMA 320	Production/Operations Management	3
Open elective		3
Term Hours:		15
<b>Spring semester</b>		
MGMT 434	Strategic Management	3
MKTG 325 or MKTG 340 or MKTG 435 or SCMA 386	Business-to-business Marketing or Retail Management or Selling in the Business Marketplace or Global Supply Chain Management	3
Approved marketing electives		6
Open elective		3
Term Hours:		15
Total Hours:		120

The minimum total of credit hours required for this degree is 120.

**MKTG 301. Marketing Principles. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. This course is restricted to students who have completed at least 26 credit hours (sophomore standing). An introduction to the activities, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

**MKTG 302. Marketing Problems. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). A case course requiring the senior marketing student to apply their knowledge in solving marketing managerial problems. Marketing majors should take this course in the semester immediately following the term in which they complete MKTG 301.

**MKTG 310. Information for Marketing Decisions. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisites: MKTG 301; and MGMT 301, STAT 210, or STAT 212. This course is restricted to students who have completed at least 54 credit hours (junior standing). Students receive an overview of the marketing research process. The course includes coverage of primary research, secondary data sources and marketing information systems. Students learn to apply research findings to marketing decisions.

**MKTG 315. Buyer Behavior. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). Study of the relevant psychological, sociological and anthropological variables that shape buyers' activities and motivations in household and organizational decision-making. Throughout the course, students consider the issue of why consumers behave as they do in the marketplace and the nature of their choices as individual, family and institutional buyers.

**MKTG 320. International Marketing. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). Designed to help students develop an understanding of international marketing policies and the differences among foreign marketing environments. Students compare and contrast domestic and international marketing and examine recent changes in the international marketing environment. Crosslisted as: INTL 320.

**MKTG 325. Business-to-business Marketing. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisites: MKTG 301 and junior standing. This course focuses on strategy development for marketers whose customers include other businesses, the government and/or institutions. It explores the buying behavior of these organizations and highlights how the product development and management processes for such customers differ from the processes used for consumer marketing.

**MKTG 330. Integrated Marketing Communications. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). An overview of the steps required to develop an integrated marketing communications campaign. Topics include advertising, public relations, sales promotion, personal selling and direct marketing. Special emphasis is placed on the role of new technologies and interactive media.

**MKTG 335. Introduction to Personal Selling. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). Examines the fundamental nature of personal selling in the promotion mix, including the sales process and the techniques used in performing the selling function. Explains the diverse decisions and activities necessary to manage the outside sales force efficiently and effectively to achieve the organization's overall goals.

**MKTG 340. Retail Management. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). A comprehensive view of retailing and an application of marketing concepts in a practical retail managerial environment. Students learn to evaluate retail firms and to identify their strengths and weaknesses.

**MKTG 350. Customer and Marketing Analytics. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301 with a minimum grade of C. Introduces tools to gain insights into customer interactions with brands, advertising, digital or social media marketing, and shopping or purchase contexts. Reviews data structure, analysis, synthesis and presentation techniques that aid marketing decision-making.

**MKTG 430. Experiential Marketing. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisites: MKTG 301, MKTG 330 and junior standing. This course will introduce the student to topics and strategies involving brand experiences and experiential marketing tactics. Students will explore experiential marketing, a marketing strategy designed to cultivate positive brand-consumer experience through products, communication and staged brand experiences. Additional concepts to be examined include brand strategy, marketing and the five senses, event marketing, mobile marketing, ambush marketing, guerilla marketing, venues and sponsorships, sampling, premiums, technology, social media, and data collection.

**MKTG 435. Selling in the Business Marketplace. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisites: MKTG 301, MKTG 335 and junior standing. This course focuses on selling strategy and tactics for sales managers and field sales representatives whose customers include other businesses, government and/or institutions. Areas of concentration include preparing for, and conducting, effective business-to-business sales calls, including prospecting, scheduling customer sales meetings, needs identification, presentation and securing new business.

**MKTG 442. Services Marketing. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). Students develop both a theoretical and practical understanding of "the service product," including the role of customer service in retail and industrial settings. Students learn techniques for analyzing and improving service system design. Students develop an understanding of "quality" as it relates to service products, and they exercise a number of approaches for assessing and improving perceived service quality.

**MKTG 445. Nonprofit Marketing. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). Examines the relationship between marketing and organizational success in the nonprofit sector, as well as the impact of nonprofit organizations on local, national and global economies. Through real-world applications, students learn to combine marketing strategies and tactics with civic engagement, community service and corporate social responsibility. Students must complete a minimum of 20 service-learning hours with the nonprofit organization that is the focus of the course.

**MKTG 448. Digital Marketing. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). Examines Internet marketing as a necessary ingredient to successful worldwide marketing strategy. Students analyze markets using Web-based techniques for market evaluation, competitive analysis, market comparison and selection. Discussion includes comparison of e-business versus traditional business perspectives on marketing strategies and tactics. Crosslisted as: INTL 448.

**MKTG 450. Product Development and Management. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). Study of the role of marketing in developing and managing products. Essential concepts include the use of project teams for product development and the application of a new product development process. Topics include innovation, technology, listening to the voice of the customer, product design, branding, positioning and product life-cycle management.

**MKTG 470. Field Project in Marketing. 3 Hours.**

Semester course; 3 credits. Prerequisite: MKTG 301. This course is restricted to students who have completed at least 54 credit hours (junior standing). Students take part in a real-world project under faculty supervision, with the topic announced in advance. Examples include conducting a marketing research project, creating an advertising campaign, writing a marketing case study about an existing business and developing a marketing plan.

**MKTG 475. Honors Seminar in Marketing. 3 Hours.**

Semester course; 3 lecture hours. 3 credits. Prerequisites: MKTG 301 and permission of department chair. This course is restricted to students who have completed at least 54 credit hours (junior standing). Students conduct research about major firms in the Richmond region. Chief marketing officers of these firms teach students about current marketing issues and evaluate the students' projects.

**MKTG 485. Internship in Selling. 3 Hours.**

Semester course; 3 field experience hours. 3 credits. Enrollment is restricted to School of Business degree-seeking students with a declared marketing major who have completed at least 54 credit hours (junior standing) while maintaining a minimum GPA of 2.5. The course provides the student an opportunity to work in a general selling capacity with a regionally based enterprise. This work experience contributes to the student's development of knowledge, skills and abilities of selling.

**MKTG 491. Topics in Marketing. 1-3 Hours.**

Semester course; variable hours. Variable credit, with a maximum total of 3 credits per course. For marketing majors, a maximum total of 6 credits for all topics courses. Prerequisite: MKTG 301. An in-depth study of a selected business topic, to be announced in advance.

**MKTG 492. Independent Study in Marketing. 1-3 Hours.**

Semester course; 1-3 credits. For marketing majors, a maximum total of 3 credits for all MKTG 492 courses. Prerequisites: MKTG 301, junior standing and permission of adviser and department chair prior to course registration. Intensive study or research under supervision of a faculty member in an area not covered in depth or contained in the regular curriculum.

**MKTG 493. Internship in Marketing. 3 Hours.**

Semester course; 3 credits. Prerequisites: senior standing in the major offering the internship and permission of the department chair. Intention to enroll must be indicated to the instructor prior to or during advance registration for semester of credit. Involves students in a meaningful experience in a setting appropriate to the major. Graded as pass/fail at the option of the department.