

MARKETING, BACHELOR OF SCIENCE (B.S.) WITH A CONCENTRATION IN MARKETING COMMUNICATION AND ANALYTICS

The major in marketing gives students a broad working knowledge of contemporary marketing philosophy and practice. The concentration in marketing communication and analytics gives students a focus on the importance of traditional media and social media marketing strategies in the 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

Student 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 admission requirements for the School of Business (<http://bulletin.vcu.edu/undergraduate/business/undergraduate-information/academic-policies/>) detail the deadlines and other requirements for students to be admitted to one of these major programs of study. The following courses must be completed before the student may declare a specific business major: ACCT 203, ACCT 204, BUSN 201 or BUSN 205, BUSN 212 or MATH 200, BUSN 225, ECON 210, ECON 211, UNIV 111, UNIV 112 and UNIV 200.

The School of Business has special **academic policies**, including policies on transfer credits, that apply to all undergraduate degrees.

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 open electives in the degree program.

No more than six credits from the INFO 16x Digital Literacy courses may be applied to the degree. 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. Students who earned a minimum grade of B in either **ECON 203** or **ECON 205** at VCU may substitute that credit for **ECON 210**.

The pass/fail grading policy may not be used for many course requirements. Please check with your academic adviser before taking the pass/fail grading option.

Degree requirements for Marketing, Bachelor of Science (B.S.) with a concentration in marketing communication and analytics

Course	Title	Hours
General education (http://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/)		
Select 12-13 credits from general education foundations and 17-18 credits from areas of inquiry.		30
Major requirements		
• Major core requirements		
MKTG 302	Marketing and Brand Strategy	3
MKTG 315	Buyer Behavior	3
MKTG 320	International Marketing	3
• Additional major requirements		
MKTG 310	Marketing Research	3
• Concentration requirements		
MKTG 330	Integrated Marketing Communications	3
Select two from:		6
MKTG 335	Introduction to Personal Selling	
MKTG 350	Customer and Marketing Analytics	
MKTG 430	Experiential Marketing	
MKTG 448	Digital Marketing	
• Major electives		
Marketing electives (select from list below)		9
Ancillary requirements		
• Ancillary core requirements		
ACCT 203 & ACCT 204	Introduction to Accounting I and Introduction to Accounting II	6
BUSN 225	Winning Presentations	3
BUSN 301	Career and Professional Development	1
BUSN 499	Business Knowledge Exam	0
ECON 210	Principles of Microeconomics (satisfies general education BOK for social/behavioral sciences and/or AOI for global perspectives)	3
ECON 211	Principles of Macroeconomics	3

FIRE 311	Financial Management	3
MGMT 303	Creativity and Ideation	3
MGMT 310	Managing People in Organizations	3
MGMT 434	Strategic Management	3
MKTG 301	Marketing Principles	3
SCMA 301	Business Statistics I	3
SCMA 320	Production/Operations Management	3
• Additional ancillary requirements		
BUSN 201	Foundations of Business ¹	3
or BUSN 205	Introduction to the World of Business	
BUSN 212	Differential Calculus and Optimization for Business (either satisfies general education quantitative foundations)	3-4
or MATH 200	Calculus with Analytic Geometry I	
BUSN 323	Legal Environment of Business	3
or FIRE 325	Real Estate Law	
or FIRE 459	Insurance Law	
INFO 360	Business Information Systems	3
or ACCT 307	Accounting Systems	
Open electives		
Select any course. ²		17
Total Hours		120

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BUSN 205 satisfies general education AOI for global perspectives.

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Students may choose electives to reach the minimum total of 120 credits.

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

Marketing electives

Course	Title	Hours
MKTG 325	Business-to-business Marketing	3
MKTG 335	Introduction to Personal Selling	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): ¹

ACCT 303	Intermediate Accounting I	6
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BUSN 329/INTL 327	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
FASH 343	Fashion Forecasting
FASH 380	Fashion Branding
FIRE 305	Principles of Real Estate
FIRE 309	Risk Management 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 319	Leadership
MGMT 321	Survey of Entrepreneurship
MGMT 389	Managerial Skills Development
MGMT 405	Negotiation, Influence and Conflict Management
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

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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
UNIV 111 Focused Inquiry I (satisfies general education UNIV foundations)	3
Play course video for Focused Inquiry I	
General education course	3
General education course	3
General education course	3
Open elective	3

Term Hours: 15

Spring semester

BUSN 212	Differential Calculus and Optimization for Business (satisfies general education quantitative foundations)	3
BUSN 225	Winning Presentations	3
UNIV 112	Focused Inquiry II (satisfies general education UNIV foundations)	3
Play course video for Focused Inquiry II		
General education course		3
General education course		3
Term Hours:		15

Sophomore year

Fall semester

ACCT 203	Introduction to Accounting I	3
BUSN 201	Foundations of Business or Introduction to the World of Business	3
or BUSN 205		
BUSN 323	Legal Environment of Business	3
ECON 210	Principles of Microeconomics (satisfies general education BOK for social/behavioral sciences and/or AOI for global perspectives)	3
UNIV 200	Inquiry and the Craft of Argument (satisfies general education UNIV foundations)	3
Term Hours:		15

Spring semester

ACCT 204	Introduction to Accounting II	3
BUSN 301	Career and Professional Development	1
ECON 211	Principles of Macroeconomics	3
MKTG 301	Marketing Principles	3
SCMA 301	Business Statistics I	3
Open elective		2
Term Hours:		15

Junior year

Fall semester

INFO 360	Business Information Systems	3
MGMT 310	Managing People in Organizations	3
MKTG 302	Marketing and Brand Strategy	3
MKTG 310	Marketing Research	3
SCMA 320	Production/Operations Management	3
Term Hours:		15

Spring semester

FIRE 311	Financial Management	3
MGMT 303	Creativity and Ideation	3
MKTG 315	Buyer Behavior	3
MKTG 330	Integrated Marketing Communications	3
Marketing elective		3
Term Hours:		15

Senior year

Fall semester

BUSN 499	Business Knowledge Exam	0
MKTG 320	International Marketing	3

MKTG 335	Introduction to Personal Selling or Customer and Marketing Analytics	3
or MKTG 350	or Experiential Marketing or Digital Marketing	
or MKTG 430		
or MKTG 448		
Marketing elective		3
Open electives		6
Term Hours:		15

Spring semester

MGMT 434	Strategic Management	3
MKTG 335	Introduction to Personal Selling or Customer and Marketing Analytics	3
or MKTG 350	or Experiential Marketing or Digital Marketing	
or MKTG 430		
or MKTG 448		
Marketing elective		3
Open elective		6
Term Hours:		15
Total Hours:		120

Central Authentication Service

The minimum number 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 and Brand Strategy. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Prerequisite: MKTG 301. Enrollment is restricted to students who have completed at least 54 credit hours (junior standing). Students gain knowledge of and exposure to marketing managerial and brand strategy issues. Marketing majors should take this course in the semester immediately following the term in which they complete MKTG 301.

MKTG 310. Marketing Research. 3 Hours.

Semester course; 3 lecture hours. 3 credits. Prerequisites: MKTG 301; and SCMA 301*, STAT 210 or STAT 212. Enrollment 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. *Formerly MGMT 301.

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. Enrollment is restricted to students who have completed at least 26 credit hours (sophomore 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.

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 degree-seeking students 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.