MARKETING, BACHELOR OF SCIENCE (B.S.) WITH A CONCENTRATION IN PRODUCT AND BRAND MANAGEMENT

The major in marketing gives students a broad working knowledge of contemporary marketing philosophy and practice. The concentration in product and brand management gives students a focus on product and service development, as well as branding strategy. 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.

This degree program can be completed either on campus or fully online. Students interested in the online format should contact a School of Business recruitment counselor at ugbrecruit@vcu.edu for more information.

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 and know how to do the following:

Understand and apply fundamental marketing concepts and strategies in the international marketplace

Product and brand management concentration-specific outcome

Identify marketing problems and evaluate alternative solutions

Special requirements

The **admission requirements for the School of Business** 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 BUSN 16x Digital Literacy 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 product and brand management

Course	Title	Hours
General education (http://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/)		
Select 30 credits of general education courses in consultation with an adviser.		30
Major requirements		
• Major core requirements		
MKTG 302	Marketing and Brand Strategy	3
MKTG 315	Buyer Behavior	3
MKTG 320	International Marketing	3
• Additonal major requirements		
MKTG 310	Marketing Research	3
• Concentration requirements		
MKTG 450	Product Development and Management	3
Select two from:		6
MKTG 330	Integrated Marketing Communications	
MKTG 345	Personal Branding and Becoming a Digital Influencer	
MKTG 430	Experiential Marketing	
MKTG 440	Contemporary Pricing	
MKTG 442	Services Marketing	
INNO 460	Product Innovation: da Vinci Project	
• 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	Business Problem Solving and Analysis (either satisfies general education quantitative foundations)	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]		16
Total Hours		**120**

[1]

BUSN 205 satisfies general education AOI for global perspectives.

[2]

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 330	Integrated Marketing Communications	3
MKTG 335	Professional Selling I: The Art of Persuasion	3
MKTG 336	Content Marketing	3
MKTG 340	Retail Management	3
MKTG 345	Personal Branding and Becoming a Digital Influencer	3
MKTG 350	Customer and Marketing Analytics	3
MKTG 360	Social Media Research	3
MKTG 430	Experiential Marketing	3
MKTG 435	Professional Selling II: Advanced Sales Techniques	3
MKTG 436	Sales Enablement and Analytics	3
MKTG 440	Contemporary Pricing	3
MKTG 442	Services Marketing	3
MKTG 445	Nonprofit Marketing	3
MKTG 448	Digital Marketing	3
MKTG 470	Field Project in Marketing	3
MKTG 475	Honors Seminar in Marketing	3
MKTG 485	Professional Sales Internship	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]		6
ACCT 303	Intermediate Accounting I	
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	
SPTL 333	Sport and Fitness Marketing	

[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**
UNIV 111 Play course video for Focused Inquiry I	Focused Inquiry I (satisfies general education UNIV foundations)	3
General education course		3
General education course		3
General education course		3
Open elective (prerequisite to BUSN 212 suggested)		3
	Term Hours:	**15**
Spring semester		
BUSN 212	Business Problem Solving and Analysis (satisfies general education quantitative foundations)	4
BUSN 225	Winning Presentations	3
UNIV 112 Play course video for Focused Inquiry II	Focused Inquiry II (satisfies general education UNIV foundations)	3
General education course		3
Open elective		3
	Term Hours:	**16**
Sophomore year		
Fall semester		
ACCT 203	Introduction to Accounting I	3
BUSN 201 or BUSN 205	Foundations of Business or Introduction to the World 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	Advanced Focused Inquiry: Literacies, Research and Communication (satisfies general education UNIV foundations)	3
General education course		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		1
	Term Hours:	**14**
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
Marketing elective		3
	Term Hours:	**15**
Spring semester		
FIRE 311	Financial Management	3
MGMT 303	Creativity and Ideation	3
MKTG 315	Buyer Behavior	3
MKTG 450	Product Development and Management	3
Marketing elective		3
	Term Hours:	**15**
Senior year		
Fall semester		
BUSN 323 or FIRE 325 or FIRE 459	Legal Environment of Business or Real Estate Law or Insurance Law	3
BUSN 499	Business Knowledge Exam	0
INNO 460 or MKTG 330 or MKTG 345 or MKTG 430 or MKTG 440 or MKTG 442	Product Innovation: da Vinci Project or Integrated Marketing Communications or Personal Branding and Becoming a Digital Influencer or Experiential Marketing or Contemporary Pricing or Services Marketing	3
MKTG/INTL 320	International Marketing	3
SCMA 320	Production/Operations Management	3
Open elective		3
	Term Hours:	**15**
Spring semester		
INNO 460 or MKTG 330 or MKTG 345 or MKTG 430 or MKTG 440 or MKTG 442	Product Innovation: da Vinci Project or Integrated Marketing Communications or Personal Branding and Becoming a Digital Influencer or Experiential Marketing or Contemporary Pricing or Services Marketing	3
MGMT 434	Strategic Management	3
Marketing electives		3
Open electives		6
	Term Hours:	**15**
	Total Hours:	**120**

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