

Marketing (MKT)

- Major: 61 credit hours
- Minor: 18 credit hours
- Major/Minor GPA required for graduation: 2.25

PROGRAM REQUIREMENTS:

- Capstone: Business Strategy and Policy (BUS 450)
- Research: Marketing Research (MKT 410)

Description of Major: The American Marketing Association defines marketing as “the process of planning and executing the conception, pricing, promotion and distribution of goods, services, and ideas to create exchanges that satisfy individual and organizational objectives.” The marketing curriculum is based on a customer satisfaction model that is consistent with this definition.

Student Learning Outcomes

Students will:

- Apply critical thought regarding the business environment.
- Demonstrate an understanding of the major concepts in the functional areas of business.
- Develop marketing research ability to generate suitable marketing strategies and tactics.
- Recognize the effect of human psychology on business and consumer behavior.

Preparation: The marketing program is designed to prepare students for a professional career in marketing such as advertising, brand management, sales management, and marketing research. Upon graduation, students will have the skills needed to pursue a higher degree or seek employment in one of many opportunities open in the field.

MARKETING MAJOR	61 crs.	
BUSINESS CORE REQUIREMENTS	40 crs.	
ACC 205	PRINCIPLES OF FINANCIAL ACCOUNTING	(3)
ACC 230	PRINCIPLES OF MANAGERIAL ACCOUNTING	(3)
ECO 211	PRINCIPLES OF MICROECONOMICS	(3)
ECO 212	PRINCIPLES OF MACROECONOMICS	(3)
BUS 303	BUSINESS LAW I	(3)
<i>or</i>		
BUS 304	BUSINESS LAW II	(3)
BUS 324	BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY (W)	(3)
FIN 308	PRINCIPLES OF BUSINESS FINANCE	(3)
BUS 310	QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS	(3)
MTH 170	STATISTICS	(4)
MGT 204	PRINCIPLES OF MANAGEMENT	(3)
MKT 205	PRINCIPLES OF MARKETING	(3)
BUS 410	MANAGEMENT INFORMATION SYSTEMS	(3)
<i>or</i>		
ACC 220	ACCOUNTING INFORMATION SYSTEMS	(3)
BUS 450	BUSINESS STRATEGY AND POLICY	(3)
MARKETING MAJOR REQUIREMENTS	21 crs.	
MKT 305	CONSUMER BEHAVIOR	(3)
MKT 410	MARKETING RESEARCH (W)	(3)
MKT 354	ADVERTISING AND PROMOTION	(3)
	FOUR MARKETING ELECTIVES, AT LEAST TWO OF WHICH MUST BE AT THE 300 OR 400 LEVEL(12)	
MARKETING MINOR	18 crs.	

The minor in marketing is available to students in any major. To receive a minor, the student must complete the required courses listed below and a minimum of six credit hours of marketing electives at the 300-400 level. The student must complete work applied to the minor with a minimum of a 2.25 cumulative grade point average.

MARKETING MINOR REQUIREMENTS

MKT 205	PRINCIPLES OF MARKETING	(3)
MKT 305	CONSUMER BEHAVIOR	(3)
MKT 410	MARKETING RESEARCH (W)	(3)
MKT 354	ADVERTISING AND PROMOTION	(3)
	Plus two 300/400 level marketing electives	(6)

MARKETING ELECTIVES

ECO 353	MANAGERIAL ECONOMICS	(3)
ENT 301	THEORY OF ENTREPRENEURSHIP	(3)
MGT 334	HUMAN RESOURCE MANAGEMENT	(3)
MKT 320	PERSONAL SELLING	(3)
MKT 325	SPORT MARKETING (W)	(3)
MKT 330	PRINCIPLES OF RETAILING	(3)
MKT 340	INTERNATIONAL BUSINESS	(3)
MKT		
380-389	TOPICS IN MARKETING	(1-3)
MKT 470	INTERNSHIP IN MARKETING	(3)
MKT 480	INDEPENDENT STUDY IN MARKETING	(1-4)
MKT 490	SEMINAR IN MARKETING	(1-4)
SCL 316	SUPPLY CHAIN MANAGEMENT	(3)

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