



# MARKETING

[www.minotstateu.edu/business](http://www.minotstateu.edu/business)



## MARKETING PROGRAMS AT MSU

MSU offers three options for students interested in studying marketing:

- B.S. in Business Administration with a Marketing major (offered on campus and online)
- Marketing minor (offered on campus and online)
- Marketing concentration (non-business majors; offered on campus and online)

MARKETING INVOLVES ALL ACTIVITIES NECESSARY TO MOVE A PRODUCT FROM A PRODUCER TO A CONSUMER. IT INCLUDES DIVERSE DISCIPLINES LIKE SALES, PUBLIC RELATIONS, PRICING, PACKAGING AND DISTRIBUTION.

### Coursework

Marketing majors take core classes in business fundamentals, accounting, business communication, marketing, economics and statistics and then delve into higher level coursework, including marketing strategy, applied business research, consumer behavior, logistics, and managerial accounting.

### What can you do with a marketing degree?

A business administration degree with a major in marketing prepares graduates for careers in marketing, sales, advertising, and public relations.

### Internships

MSU Marketing students can apply classroom knowledge to real-world settings through internships. Many internships are initiated by employers, but students may – with departmental approval – seek out and develop their own internship opportunities. Internships may be full time, part time, or project oriented. All internships provide students with great hands-on learning opportunities and some lead to offers of employment.

### Right for you?

Successful marketing professionals:

- Have a broad range of skills, are disciplined and organized.
- Are team leaders with excellent oral and written communication skills.
- Understand the fundamentals of business.
- Are innovative and ready to take creative risks.



**Be seen. Be heard.**

## Employment outlook

Marketing professionals work in large corporations and small companies, advertising and public relations agencies, government, and consulting. The employment outlook varies by industry, but overall job growth is expected to be on par with other professions. Candidates should expect keen competition.

## College of Business

The College of Business is committed to active learning and preparing students for careers in business. Our facilities include the Slaaten Learning Center, which features a:

- Financial trading lab with stock ticker board
- Corporate-style board room with video-conferencing equipment
- Student study area furnished with computers, flat-screen TVs, café tables and comfortable seating
- Meeting room for student organizations and other student groups

## Department of Business Administration

The Department of Business Administration is dedicated to delivering students the best possible education and the personal attention they need to succeed.

### For More Information

#### PROGRAM DETAILS:

Business Administration Department  
Jeanne MacDonald  
Management/Marketing Advisor  
Minot State University at Bismarck State College  
1815 Schafer St., 1st Floor, Office 123  
Bismarck, ND 58501  
701-224-2563  
701-224-5633 (fax)  
jeanne.macdonald@minotstateu.edu

#### ACCREDITING AGENCIES:

The Higher Learning Commission  
North Central Association of Colleges and Schools  
30 North LaSalle Street, Suite 2400  
Chicago, IL 60602  
312-263-0456/1-800-621-7440

International Assembly for Collegiate Business Education  
11257 Strang Line Road  
Lenexa, KS 66215  
913-631-3009

[www.minotstateu.edu](http://www.minotstateu.edu)

1-800-777-0750

MSU at BSC

[www.minotstateu.edu/cel/bsc.shtml](http://www.minotstateu.edu/cel/bsc.shtml)

(01/15)

## Courses required

### General Education (38 cr)

### Diversity Requirement (6)

### Required Core (37 cr)

ACCT 200 Elements of Accounting I (3)  
ACCT 201 Elements of Accounting II (3)  
ACCT 300 Legal Environment of Business (3)  
BADM 301 Fundamentals of Management (3)  
BADM 321 Marketing (3)  
FIN 353 Corporation Finance (3)  
BOTE 247 Spreadsheet Applications (3)  
BIT 220 Management Information Systems (3)  
BIT 318 Business Communication (3)  
ECON 201 Principles of Microeconomics (3)\*  
ECON 202 Principles of Macroeconomics (3)\*  
MATH 210 Elementary Statistics (4)\*

\*Can be taken as a part of the General Education requirement.

### Required Marketing Courses (27-30 cr)

ACCT 321 Managerial Accounting (3)  
BADM 120 Fundamentals of Business (3)\*\*  
BADM 307 International Business (3)  
BADM 324 Integrated Marketing Communications (3)  
BADM 421 Applied Business Research (3)  
BADM 422 Consumer Behavior (3)  
BADM 424 Logistics and Channel Management (3)  
BADM 427 International Marketing (3)  
BADM 488 Marketing Strategy (3)  
MATH 146 Applied Calculus (3)

\*\* Required for all freshmen and transfer students with fewer than 24 semester hours.

### Electives, Second Major, or Minor (15-18 cr)

All courses subject to change.

