



Minot State
UNIVERSITY



MARKETING

MSU at BSC

DEGREE OPTIONS

Minot State University offers three options for students interested in **MARKETING**:

- **Bachelor of Science in Business Administration with a major in Marketing** – offered on campus and online
- **Marketing minor** – offered on campus and online
- **Marketing concentration** – offered on campus and online (non-business majors)

MinotStateU.edu/business

Coursework

Marketing majors at Minot State University 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.

The marketing program is accredited by the International Accreditation Council for Business Education (IACBE).

What can you do with a marketing degree?

Marketing involves all activities necessary to move a product from a producer to a consumer. 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.

Is marketing 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



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

- 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 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. Please contact us more information.

PROGRAM CONTACT:

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MinotStateU.edu/cel/bsc.shtml



Admission Applications and Campus Tours
at **AskMSU.com**

Enrollment Services
Ph: 701-858-3350/800-777-0750 ext. 3350
askmsu@minotstateu.edu

COURSES REQUIRED

Bachelor of Science in Business Administration with a major in Marketing (120 SH)

General Education (38-40 SH)

College of Business Core Requirements (37 SH)

ACCT 200 Elements of Accounting I (3)
ACCT 201 Elements of Accounting II (3)
ACCT 315 Legal Environment of Business (3)
BADM 301 Fundamentals of Management (3)
BADM 321 Marketing (3)
BIT 220 Management Information Systems (3)
BIT 318 Business Communication (3)
BOTE 247 Spreadsheet Applications (3)
ECON 201 Principles of Microeconomics (3)
ECON 202 Principles of Macroeconomics* (3)
FIN 353 Corporation Finance* (3)
MATH 210 Elementary Statistics* (4)

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

Required Marketing Courses (27-30 SH)

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 (To meet the 120 SH graduation requirement)

All courses subject to change.

For a list of course descriptions, go to MinotStateU.edu/business.



Minot State University is accredited by the Higher Learning Commission (hlcommission.org), a regional accreditation agency recognized by the U.S. Department of Education.