



We prepare you

Marketing has proven to be a competitive and high energy business. As you study marketing, you will be exposed to the most up to date marketing techniques including the ever-changing world of social media, significance of sales skills, where, when and how to advertise, and the role of public relations.

Choose a marketing career

To be a successful marketing professional, you need to:

- Have a broad range of skills including discipline and the ability to multi-task
- Be a team leader with excellent oral and written communication skills
- Have a good understanding of business fundamentals
- Be innovative and ready to take creative risks

Coursework

As a marketing major, you'll 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.

FLEXIBLE LEARNING OPTIONS

- ▼ Bachelor of Science (BS) with a major in Marketing offered on campus, online, and in Bismarck, ND
- ▼ Marketing Minor offered on campus and online
- ▼ Marketing Concentration offered on campus and online (non-business majors)



Hands-on learning

7

student-run
business clubs



Compete statewide
and nationally



Internship
opportunities



THOUSANDS
of jobs

Be seen. Be heard. Belong.

▼ Career 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.

▼ Internships

Our internship program gives you the chance to apply classroom knowledge to real world settings. Many internships are initiated by employers, but you may seek out and develop your own internship opportunity. Internships may be full time, part time, or project oriented. All internships provide you with great hands-on learning opportunities and often lead to offers of employment.

▼ Get involved

Enhance your skills and boost your knowledge by being involved in one or more of Minot State's seven student-run business clubs and organizations. Many of the clubs participate in state, regional, and national competitions, or attend business-related events, traveling to major U.S. cities such as Los Angeles, Omaha, and Washington, D.C.

▼ Learning with us

The College of Business is committed to active learning and preparing students for careers in business. Our facilities include:

- The Slaaten Learning Center
- Financial trading lab
- Corporate-style boardroom with video-conferencing equipment
- Student lounge
- Boardroom for student organizations and groups

▼ Accreditation

The College of Business is accredited by the International Accreditation Council for Business Education (IACBE). Minot State University is accredited by the Higher Learning Commission (hlcommission.org), a regional accreditation agency recognized by the U.S. Department of Education.

LEARN MORE AT:

▼ MinotStateU.edu/business

▼ MinotStateU.edu/cel/bsc.shtml

Admission Applications at AskMSU.com

Enrollment Services

Ph: 701-858-3350/800-777-0750 ext. 3350

askmsu@minotstateu.edu

COURSES REQUIRED

Bachelor of Science 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.*

Courses Required for Marketing Major (27 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)

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

Electives (to meet the 120 SH graduation requirement)

To view course descriptions, go to MinotStateU.edu/business.
All courses subject to change.

PROGRAM CONTACT:

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