

The Marketing Major Goals

2004

The purpose of a marketing major is to build on the foundation of the business core by enabling the learner to apply marketing theory and principles as well as to research and critically evaluate the marketing implications of current events. A learner who has successfully completed the finance major at Upper Iowa University will be expected to:

1. Demonstrate the accounting skills used in a variety of business settings. This ability will be developed through the successful completion of the following courses:
 - BA 201 Accounting Principles I
 - BA 202 Accounting Principles II
2. Identify marketing concepts and their application in a variety of business settings. This ability will be developed through the successful completion of the following courses:
 - BA 208 Marketing Principles
3. Explain the principles of finance and their application in a variety of business settings. This ability will be developed through the successful completion of the following courses:
 - BA 341 Corporate Financial Management
4. Identify management concepts and their application in a variety of business settings. This ability will be developed through the successful completion of the following courses:
 - BA 210 Management Principles
5. Analyze organizational behavior principles and the impact of diversity on organizations. This ability will be developed through the successful completion of the following courses:
 - BA 210 Management Principles
6. Explain the fundamental aspects of human resources management and their application in a variety of business settings. This ability will be developed through the successful completion of the following courses:
 - BA 210 Management Principles
 - BA 303 Business Law II
 - BA 361 Human Resources Management
7. Identify the fundamental components of operations management and their application in a variety of business settings. This ability will be developed through the successful completion of the following courses:
 - BA 210 Management Principles
 - BA 356 Quantitative Decisions in Business
8. Describe the legal environment in which businesses must operate. This ability will be developed through the successful completion of the following courses:
 - BA 302 Business Law I
 - BA 303 Business Law II
9. Recognize the economic environment and policies that affect businesses. This ability will be developed through the successful completion of the following general education courses:

- BA 211 Macroeconomic Principles
 - BA 212 Microeconomic Principles
10. Identify and evaluate socially responsible and ethical business practices. This ability will be developed through the successful completion of the following courses:
- BA 225 Business Ethics
 - All upper division business courses
11. Explain the use of information systems in business. This ability will be developed through the successful completion of the following courses:
- BA 222 Management of Information Systems
12. Demonstrate quantitative and statistical skills used in business decision making. This ability will be developed through the successful completion of the following courses:
- MATH 220 Elementary Statistics
 - BA 356 Quantitative Decisions in Business
13. Describe a global view of business and evaluate the impact of international differences on business operations. This ability will be developed through the successful completion of the following course:
- BA 488 Economics of International Business
14. Synthesize and evaluate knowledge in the major and apply it to a particular organization. This ability will be developed through the successful completion of the following courses:
- ID 498 Senior Project
15. Apply the marketing concepts to international and global business operations. Evaluate current issues in international trade and marketing. This ability will be developed through the successful completion of the following courses.
- BA 488 Economics of International Business
 - BA424 International Marketing
16. Analyze the research base and applications of consumer research to consumer need satisfaction by applying knowledge of the consumer decision-making process. This ability will be developed through the successful completion of the following courses.
- BA315 Sales Management
 - BA 358 Consumer Behavior
 - BA 451 Marketing Research
 - BA380 Marketing Management
17. Define various marketing communication links between organizations and consumers and describe message strategies for promotional campaign success. This ability will be developed through the successful completion of the following courses.
- BA 363 Advertising
 - BA 315 Sales Management
 - BA 355 Retailing
18. Evaluate sound marketing practices in planning for and executing activities that result in consumer satisfaction and organizational success in real world situations.

This ability will be developed through the successful completion of the following courses.

BA227 Services Marketing

BA 380 Marketing Management

BA 456 Marketing Cases

BA 459 Contemporary Topics of Marketing