

The Marketing Major Goals

2009

The purpose of the 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:

Core

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. 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

7. 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

8. 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 161 Macroeconomic Principles

BA 160 Microeconomic Principles

9. 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
or
PHIL 202 Contemporary Ethics
All upper division business courses

10. 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

11. 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

Marketing

12. 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 one of the following courses:
BA 488 Economics of International Business
BA 424 Global Marketing

13. Synthesize and evaluate knowledge in the major and apply it to a particular organization. This ability will be developed through the successful completion of one of the following courses:
ID 498 Senior Project
BA 403 Internship
BA 499 Special Project
BA 456 Marketing Cases

14. 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 one of the following courses.
BA 488 Economics of International Business
BA424 Global Marketing

15. 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.
BA 358 Consumer Behavior
BA 451 Marketing Research

16. 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 one of the following courses.
BA 363 Advertising

BA 315 Sales Management
BA 355 Retailing
BA 317 International Mgmt
BA 337 Personal Selling
BA 380 Marketing Mgmt
BA 424 Global Marketing
BA 445 Contemp Topics Mgmt
BA 459 Contemp Topics Market
BA 488 Econ of Int'l Business
BA 414 New Product Development

17. 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 one of the following courses.

BA 380 Marketing Management
BA 456 Marketing Cases
BA 459 Contemporary Topics of Marketing
BA 363 Advertising
BA 315 Sales Management
BA 355 Retailing
BA 317 International Mgmt
BA 337 Personal Selling
BA 424 Global Marketing
BA 445 Contemp Topics Mgmt
BA 488 Econ of Int'l Business
BA 414 New Product Development