

## The Marketing Major Goals

August 2001

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 a marketing major at Upper Iowa University will be expected to

1. Demonstrate an understanding of management concepts and their application in businesses of all types, from entrepreneurship to corporations. This ability will be developed through the successful completion of the following courses.

BA 210	Management Principles
BA 201	Accounting Principles I
BA 202	Accounting Principles II
BA 208	Marketing Principles
BA 488	Economics of International Business
BA 302	Business Law I
BA 303	Business Law II

2. Demonstrate an understanding of the economic environment and policies, and the ability to use financial principles in business settings. This ability will be developed through the successful completion of the following courses.

BA 210	Management Principles
BA 201	Accounting Principles I
BA 202	Accounting Principles II
BA 488	Economics of International Business
BA 341	Corporate Financial Management
BA 211	Macroeconomic Principles
BA 212	Microeconomic Principles

3. Demonstrate an understanding of and ability to apply quantitative tools and techniques commonly utilized to support business decision-making. This ability will be developed through the successful completion of the following courses.

BA 210	Management Principles
BA 201	Macroeconomic Principles
BA 202	Microeconomic Principles
BA 341	Corporate Financial Management
MATH 109	Quantitative Methods
MATH 220	Elementary Statistics
MIS 267	Computer Applications

4. Demonstrate an understanding of marketing concepts and their application in businesses of all types, from entrepreneurs to corporations. This ability will be developed through the successful completion of the following course.

BA 208	Marketing Principles
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5. Demonstrate a global view of business, including the impact of international differences on marketing management, economic and business operations. This ability will be developed through the successful completion of the following courses.

BA 210          Management Principles  
BA 488          Economics of International Business

6. Demonstrate an understanding of the need for organizations to display a consumer orientation through application of the marketing concept and the elements of the marketing mix to meet consumer needs. This ability will be developed through the successful completion of the following courses.

BA 380          Marketing Management  
BA 424          International Management

7. Demonstrate an understanding of the research base and applications of consumer research to consumer need satisfaction through applied 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 363          Advertising

8. Demonstrate an understanding of the various marketing communication links between organizations and consumers and the relationship between communication efforts and satisfaction of consumer needs. This ability will be developed through the successful completion of the following courses.

BA 363          Advertising  
BA 315          Sales Management  
BA 355          Retailing

9. Demonstrate an understanding of the information link between organizations and consumers through knowledge of research types, sampling techniques, applied statistics and questionnaire formulation and execution. This ability will be developed through the successful completion of the following courses.

BA 380          Marketing Management  
BA 451          Marketing Research  
BA 456          Marketing Cases

10. Demonstrate an ability to apply 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.

BA 380          Marketing Management  
BA 456          Marketing Cases