

# Majoring in. . . .

## Marketing

### Description of Marketing

#### What is marketing?

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. [American Marketing Association 2004]

#### What do marketing majors study?

Marketing majors study consumer wants and needs and ways to satisfy them. The marketing curriculum prepares students for understanding markets, which are made up of customers and competition.

#### What skills are important for a marketing major?

Marketing majors are analytical thinkers who enjoy problem solving and decision making.

Marketing majors should have:

- an interest in working with and for people
- ability to work in teams
- effective written and oral communication skills
- familiarity with computer concepts and applications
- good quantitative skills
- creative ability

#### What else do marketing majors study?

Marketing students take a variety of liberal arts and professionally-oriented courses to develop knowledge and skills that can be applied in both personal and professional settings.

Liberal arts courses provide a background to strengthen: problem solving; written, oral, and interpersonal communication; quantitative, analytical, and reasoning skills. These skills are also considered very important for success in the workplace.

### **Course Requirements**

**General education:** The School of Business requires 63 credit hours in the business foundation, including general education courses, in addition to the following requirements:

ENGL 101 & 200 Writing and Rhetoric Workshop  
ECON 210-211 Principles of Economics  
MGMT 171 Math Applications for Business  
MGMT 212 Calculus for Business  
SPCH 121 or 321 Speech or Speech for Business  
ACCT 203-204 Introduction to Accounting

**Major courses:** The advanced program includes 30 credits in the advanced business core and 27 credits in major courses.

The advanced business core includes:

- Business Statistics
- Business Information Systems
- Introduction to Marketing
- Organizational Behavior
- Productions/Operations Management
- Financial Management
- Legal Environment of Business
- Organizational Communication
- Managerial Economics
- Strategic Management

Marketing majors may take courses such as:

- International Marketing
- Marketing Management
- Integrated Marketing Communications
- Product Development and Management
- Buyer Behavior
- Dynamics of Retail Management
- Services Marketing
- Personal Selling & Sales Management
- Global Internet Marketing

### **Careers in Marketing**

The marketing major provides a good background for entry to any number of occupations. Some of these careers include:

- Advertising account executive
- Advertising sales representative
- Internet marketing of e-commerce
- Marketing researcher
- Product manager
- Brand manager
- Retail buyer
- Retail store manager
- Sales manager

## **Graduate Study**

Graduate study may be required for employment in marketing research, product management, advertising account management, or working in a global business environment.

### **Next Steps**

If you are interested in learning more about becoming a marketing major at VCU, consider doing each of the following things. Check them off as you complete each step.

- Take an introductory marketing course.
- Read about the marketing major in the *Undergraduate Bulletin*.
- Review the marketing major graduation worksheet with an academic advisor.
- Talk to one or more upper-level marketing students about their major.
- Discuss the major with one or more marketing professors.
- Go to the Career Center to read about careers in marketing and explore internship opportunities.
- Go to the VCU bookstore and browse

in the marketing textbook section.

- Check out the School of Business student organization website at [www.bus.vcu.edu/usib/student\\_org.html](http://www.bus.vcu.edu/usib/student_org.html) and attend a meeting to obtain further information.
- Visit [www.bus.vcu.edu](http://www.bus.vcu.edu) for more information about the study of marketing

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