

# BACHELOR OF SCIENCE IN MARKETING

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The Bachelor of Science in Marketing is designed to provide students with a comprehensive understanding of marketing concepts and practices. The marketing major combines core business courses with specialized marketing concentrations that position students for careers across multiple industries.

Quinnipiac's student chapter of the American Marketing Association provides students with opportunities to network with business professionals and gain hands-on experience working on industry projects.

Students have access to a variety of state-of-the-art facilities including the Marketing Insights Lab, the Sales Center and Quinnipiac's Polling Institute. These facilities are integrated into the marketing curriculum to help students develop expertise that helps them stand out in the career market. Students are also encouraged to take advantage of internships and study abroad opportunities available to marketing students.

Marketing majors can generalize in marketing with the Marketing Management Concentration or specialize in:

- Digital, Mobile, and Social Media Marketing
- Fashion Marketing
- Sports and Entertainment Marketing
- Marketing Research and Analytics
- Sales and Negotiation

The Marketing Management Concentration is designed for students who want a broad-based coverage of marketing that can be applied to a wide range of career paths.

The Digital, Mobile, and Social Media Marketing Concentration is built on the foundation of the marketing core with specialized courses in digital marketing and marketing analytics. Within the concentration, students can take electives that align with their interests and career goals. Electives are available in mobile application development, web development, entrepreneurship and analytics.

The Fashion Marketing Concentration focuses on specialized courses in fashion marketing, fashion buying and fashion merchandising. Sustainability, brand promotion and digital marketing are important considerations in fashion. Electives in each of these areas are available to students in the Fashion Marketing Concentration. Fashion electives can also be completed as part of a study abroad program.

The Sports and Entertainment Marketing Concentration is built on the marketing core with specialized courses in sports and entertainment marketing as well as brand promotion. Electives include selected courses from the Sports Studies minor such as Sports Law, Sports Management and Sports Economics.

The Marketing Research and Analytics Concentration is designed for students that want a marketing concentration with a heavier emphasis on quantitative methods. The concentration leverages the resources in the Marketing Insights Lab. Electives include Data Mining, Web Analytics, Social Media Analytics, Game Theory and Econometrics.

Sales is a common career path in marketing with many entry-level marketing positions in sales. The Sales and Negotiation Concentration includes courses in sales and business-to-business marketing, as well as electives in negotiations, communications, data visualization and leadership. The concentration leverages resources in the Sales Center.

**The BS in Marketing requires 122 credits for degree completion.**

Code	Title	Credits
<b>University Curriculum (<a href="http://catalog.qu.edu/academics/university-curriculum/">http://catalog.qu.edu/academics/university-curriculum/</a>)</b>		<b>46</b>
<b>Complete the Business Core Curriculum (<a href="http://catalog.qu.edu/business/#corecurriculumtext">http://catalog.qu.edu/business/#corecurriculumtext</a>)</b>		<b>28</b>
<b>Marketing Core</b>		
MK 210	Consumer Behavior and Marketing Communications	3
MK 320	Marketing Research	3
MK 334	Product, Pricing and Distribution Strategy	3
MK 401	Marketing Practicum	3
<b>Concentration Core <sup>1</sup></b>		<b>6</b>
<b>Concentration Electives</b>		<b>6</b>
<b>Open Electives</b>		<b>24</b>
<b>Total Credits</b>		<b>122</b>

<sup>1</sup> Must complete Marketing Core and choose one of the six Concentrations

## Marketing Management

Code	Title	Credits
<b>Concentration Core</b>		
MK 321	Marketing Analytics	
MK 332	Advertising and Integrated Brand Promotion	
<b>Concentration Electives</b>		
Take any two marketing courses		
IB 311 may be used as marketing elective		

## Marketing Research and Analytics

Code	Title	Credits
<b>Concentration Core</b>		
MK 321	Marketing Analytics	
MK 322	Advanced Research Methodologies and Analytical Techniques	
<b>Concentration Electives</b>		
Take two of the following		
CIS 245	Programming With Python	
BAN 220	Data Mining for Business Insights	
BAN 310	Web Analytics	
BAN 410	Social Media Analytics	
EC 355	Game Theory	
EC 365	Econometrics	

EC 366	Advanced Econometrics
SB 488	Business Internship

## Sales and Negotiation

Code	Title	Credits
<b>Concentration Core</b>		

MK 383	Professional Selling and Sales Management
MK 324	Business-To-Business Marketing

### Concentration Electives

Negotiation Electives - Take one of the following

MG 325	Negotiations and Problem Solving
IB 324	Negotiating Internationally

Communication & Leadership Electives - Take one of the following

COM 150	Public Speaking: Principles and Practice
CIS 255	Data Visualization
MG 302	Managing People, Projects and Change
MG 360	Power and Politics of Leadership
SB 488	Business Internship

## Digital, Mobile, and Social Media Marketing

Code	Title	Credits
<b>Concentration Core</b>		

MK 333	Digital Marketing and Electronic Channels of Distribution
MK 321	Marketing Analytics

### Concentration Electives

Complete one of the following groups of electives:

Digital Media Group - Take two of the following	
CIS 265	Rapid Application Development
CIS 267	Client-Side Web Development
CIS 381	Server-Side Web Development
Analytics Group - Take two of the following	
SB 488	Business Internship
BAN 310	Web Analytics
MK 322	Advanced Research Methodologies and Analytical Techniques
Entrepreneurship Group	
ENT 210	Introduction to Entrepreneurial Thinking and Practice
ENT 290	Business Accelerator

## Fashion Marketing

Code	Title	Credits
<b>Concentration Core</b>		

MK 326	Fashion Marketing
MK 327	Fashion Buying and Merchandising

### Concentration Electives

Take two of the following

MK 332	Advertising and Integrated Brand Promotion
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MK 333	Digital Marketing and Electronic Channels of Distribution
MK 362	Sustainability, Marketing and Corporate Social Responsibility
SB 125	ReFashion: Sustainable Fashion in an International Setting
SB 488	Business Internship

## Sports and Entertainment Marketing

Code	Title	Credits
<b>Concentration Core</b>		

MK 364	Sports and Entertainment Marketing
MK 332	Advertising and Integrated Brand Promotion

### Concentration Electives

Take two of the following

EC 325	Sports Economics
ENT 220	The Business of Music
LE 224	Sports Law
MG 202	Sports Leadership
MG 312	Sports Management
SB 488	Business Internship

This is a *recommended* plan of study as course plans are subject to change. Course availability, potential transfer credits, and course prerequisite completion may influence the final course schedule for each program.

Course	Title	Credits
<b>First Year</b>		
<b>Fall Semester</b>		

SB 101	The Business Environment	3
CIS 101	Introduction to Applied Ai and Business Analytics	3
FYS 101	First-Year Seminar	3
EN 101	Introduction to Academic Reading and Writing	3
MA 170	Probability and Data Analysis	3

**Credits** **15**

### Spring Semester

MK 201	Marketing Principles	3
EN 102	Academic Writing and Research	3
EC 111	Principles of Microeconomics	3
EC 272	Advanced Applied Statistics	3
Business Core		3

**Credits** **15**

### Second Year

#### Fall Semester

MK 210	Consumer Behavior and Marketing Communications	3
EC 112	Principles of Macroeconomics	3
Business Core		3
Business Core		3
UC Disciplinary Inquiry		3

**Credits** **15**

**Spring Semester**

MK 320	Marketing Research	3
Business Core		3
Business Core		3
Business Core		3
UC Disciplinary Inquiry		3
SB 250	Career Planning and Development	1
<b>Credits</b>		<b>16</b>

**Third Year****Fall Semester**

MK Concentration Core		3
Business Core		3
UC Disciplinary Inquiry NS + Lab		4
UC Personal Inquiry		3
Open Elective		3
<b>Credits</b>		<b>16</b>

**Spring Semester**

MK 334	Product, Pricing and Distribution Strategy	3
MK Concentration Core		3
UC Personal Inquiry		3
UC Personal Inquiry		3
Open Elective		3
<b>Credits</b>		<b>15</b>

**Fourth Year****Fall Semester**

MK 401	Marketing Practicum	3
MK Concentration Elective		3
UC Personal Inquiry		3
Open Elective		3
Open Elective		3
<b>Credits</b>		<b>15</b>

**Spring Semester**

MK Concentration Elective		3
SB 420	Strategic Management Integrated Seminar	3
Open Elective		3
Open Elective		3
Open Elective		3
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>122</b>

## Student Learning Outcomes

Students who graduate with this degree will demonstrate the following competencies:

1. **Business Knowledge:** Students apply basic business theories and concepts to understand and solve business problems.
2. **Business Analytics:** Students effectively gather, assess and utilize data to understand, improve and communicate business decisions using Excel and other analytical tools.
3. **Communication:** Students communicate business ideas effectively through written communications, oral communications and presentations, and digital media.

4. **Critical Thinking:** Students utilize information and research findings to analyze problems and determine appropriate solutions.
5. **Business Ethics:** Students apply ethical frameworks to evaluate situations and determine appropriate solutions.
6. **Cultural Adaptability:** Students recognize and apply knowledge of diversity within and across individuals and groups.
7. **Professionalism:** Students exhibit professional behavior, including a strong work ethic in their classes, in their interactions with faculty, staff and colleagues, and in their team assignments.

## Admission Requirements: School of Business

The requirements for admission into the undergraduate School of Business programs are the same as those for admission to Quinnipiac University.

Admission to the university is competitive, and applicants are expected to present a strong college prep program in high school. Prospective first-year students are strongly encouraged to file an application as early in the senior year as possible, and arrange to have first quarter grades sent from their high school counselor as soon as they are available.

For detailed admission requirements, including required documents, please visit the **Admissions** page of this catalog.

## Seamless Transfer Agreement with Gateway Community College (GCC), Housatonic Community College (HCC) and Norwalk Community College (NCC)

Under this Transfer Agreement, GCC, HCC and NCC graduates will be guaranteed admission into a bachelor's degree program with third year (junior) status at Quinnipiac University on the condition that they:

- Graduate with an associate in arts, an associate in science in business, College of Technology engineering science, nursing or an allied health degree with a minimum cumulative GPA of 3.00 (this may be higher in specific programs).
- Satisfy all other Quinnipiac University transfer admission requirements and requirements for intended major.

## Suggested Transfer Curriculum for BS in Marketing

A minimum of 60 credits is required for transfer into the BS in Marketing program. Below is a sample plan of study for the first two years prior to matriculation at Quinnipiac University.

Course	Title	Credits
<b>First Year</b>		
<b>Fall Semester</b>		
English I		3
Introduction to Business		3
Microeconomics		3
Business Statistics		3
History Elective		3
<b>Credits</b>		<b>15</b>

**Spring Semester**

English II	3
Macroeconomics	3
Financial Accounting	3
Information Systems	3
Marketing	3

<b>Credits</b>	<b>15</b>
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**Second Year****Fall Semester**

Managerial Accounting	3
Finance	3
International Business	3
Management	3
Art Elective	3

<b>Credits</b>	<b>15</b>
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**Spring Semester**

Operations Management	3
Business Law	3
Science Elective with Lab	4
Social Science Elective	3
Additional Elective (Business or other)	3

<b>Credits</b>	<b>16</b>
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<b>Total Credits</b>	<b>61</b>
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