

# Business Administration (BS): Marketing Concentration

To see more about what you will learn in this program, visit the Learning Outcomes website (<https://apps.oirp.ncsu.edu/pgas/>)!

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, products and services to create exchanges that satisfy both individuals and organizations. Marketing professionals are interested in the buying behavior of consumers and organizations, and its relationship to the selling process. The marketing field includes new product development and innovation, pricing, market and competitor analysis, customer segmentation, marketing research, business development, advertising and public relations, retailing and sales, and marketing strategy.

## Curriculum Overview

The marketing concentration provides students with the skills necessary to lead in environments where products, markets, and technology are rapidly changing. Sustainable competitive advantage comes from three key activities: value identification, value creation and value delivery.

The marketing concentration is designed to prepare students in the following areas:

- Identification of customers and opportunities
- Design of solutions and delivery of value
- Development of goods and taking them to market
- Communication with customers to ensure satisfaction and loyalty

Core courses deliver fundamental foundation skills, knowledge, and experience while the elective courses allow students to focus their learning in areas that are most pertinent to their career interests.

## Contact

### Business Management

Poole College of Management  
 2300 Nelson Hall  
 Raleigh, NC 27695  
 919.515.5565  
 Website (<https://poole.ncsu.edu/business-management/>)

**Jonathan Bohlmann**  
 Interim Department Head

## Plan Requirements

Overall GPA for all courses attempted at NC State must be 2.0 or higher; and  
 Overall GPA for all BUS, MIE, and M courses attempted at NC State must be 2.0 or higher.

Code	Title	Hours	Counts towards
<b>Humanities and Social Sciences</b>			
Acad Writing Research (p. 3)		4	
Select one of the following:		3	
COM 110	Public Speaking		

COM 112	Interpersonal Communication	
COM 211	Argumentation and Advocacy	
PSY 200	Introduction to Psychology	3
Select one of the following: <sup>1</sup>		3
ARE 201	Introduction to Agricultural & Resource Economics	
ARE 201A	Introduction to Agricultural & Resource Economics	
EC 201	Principles of Microeconomics	
EC 202	Principles of Macroeconomics	3
Select one of the following:		3
ENG 331	Communication for Engineering and Technology	
ENG 332	Communication for Business and Management	
ENG 333	Communication for Science and Research	
GEP Humanities ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/</a> )		6
Students must also take one course from the Poole College of Management Ethics list (no credit hour requirement); If a student takes a PHI course to satisfy the Ethics requirement, it may double-count as the second humanities course provided the first course was not also a PHI course.		
GEP US Diversity, Equity, and Inclusion ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-usdei/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-usdei/</a> )		3
Select one of the following: (verify requirement)		
MIE 306	Managing Ethics in Organizations	
PHI 214	Issues in Business Ethics	
PHI 221	Contemporary Moral Issues	
PHI 313	Ethical Problems in the Law	
PHI 375	Ethics	

Foreign Language Proficiency  
(<http://catalog.ncsu.edu/undergraduate/gep-category-requirements/foreign-language-proficiency/>) (verify requirement)

### Mathematical and Natural Sciences

GEP Natural Sciences (<http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/>) 7

Select one of the following: <sup>1</sup> 3

MA 131 or MA 141 are encouraged for students who qualify and aspire to take additional calculus. For students completing MA 141, one credit of MA141 will count as free elective credit.

MA 121 Elements of Calculus

MA 131 Calculus for Life and Management Sciences A

MA 141 Calculus I

MA 114 Introduction to Finite Mathematics with Applications 3

or MA 242 Calculus III

Select one of the following: <sup>1</sup> 3

BUS 350 Economics and Business Statistics

ST 350 Economics and Business Statistics

ST 312 Introduction to Statistics II

ST 370 Probability and Statistics for Engineers

ST 372 Introduction to Statistical Inference and Regression

BUS 351 Introduction to Business Analytics 3

ST 307 Introduction to Statistical Programming-SAS 1

or ST 308 Introduction to Statistical Programming - R

### Interdisciplinary Perspectives

GEP Interdisciplinary Perspectives 2  
(<http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/>)

### Physical Education

GEP Health and Exercise Studies (<http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/>) 2

### Corequisites

GEP Global Knowledge (<http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-global-knowledge/>) (verify requirement)

### Major Requirements

M 100 Personal and Professional Identity Development 1

MIE 201 Introduction to Business Processes 3

ACC 210 Concepts of Financial Reporting <sup>1</sup> 3

ACC 220 Introduction to Managerial Accounting <sup>1</sup> 3

MIE 310 Introduction to Entrepreneurship 3

BUS 320 Financial Management 3

MIE 330 Human Resource Management 3

BUS 340 Information Systems Management 3

BUS 360 Marketing Methods 3

BUS 370 Operations and Supply Chain Management 3

MIE 305 Legal and Regulatory Environment 3

MIE 480 Business Policy and Strategy 3

### Concentration

BUS 462 Marketing Research 3

Concentration Electives (p. 3) 9

### Free Electives

Free Electives (12 Hr S/U Lmt) <sup>2,3</sup>	22
<b>Total Hours</b>	<b>120</b>

<sup>1</sup> C- or better

<sup>2</sup> Students should consult their academic advisors to determine which courses fill this requirement.

<sup>3</sup> Some courses will not count as free electives, such as FL 101, or 105 (in the language in which proficiency requirement is met), or MA 101, 103, 105. (12 hours of free electives may be taken for credit only.)

### Acad Writing Research

Code	Title	Hours	Counts towards
<b>Acad Writing Research</b>			
ENG 101	Academic Writing and Research	4	
FLE 101	Academic Writing and Research	4	
<b>Transfer Sequence</b>			
ENG 202	Disciplinary Perspectives in Writing	3	
ENG 1GEP		3	

### Concentration Electives

Code	Title	Hours	Counts towards
BUS 460	Consumer Behavior	3	
BUS 461	Channel and Retail Marketing	3	
BUS 463	Sales and Marketing Practicum	3	
BUS 464	International Marketing	3	
BUS 465	Traditional and Digital Brand Promotion	3	
BUS 466	Personal Selling	3	
BUS 467	Product and Brand Management	3	
BUS 468	Marketing Strategy	3	
BUS 469	Digital Marketing Practicum	3	

### Semester Sequence

This is a sample.

#### First Year

Fall Semester	Hours
M 100 Personal and Professional Identity Development	1

ENG 101	Academic Writing and Research (or GEP Natural Sciences ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/</a> ) with Lab) <sup>1</sup>	4
Select one of the following: <sup>1</sup>		
MA 121	Elements of Calculus	3
MA 131	Calculus for Life and Management Sciences A	
MA 141	Calculus I	
MIE 201	Introduction to Business Processes	3
Free Elective		3
GEP Health and Exercise Studies ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/</a> )		1
<b>Hours</b>		<b>15</b>

#### Spring Semester

MA 114 or MA 242	Introduction to Finite Mathematics with Applications or Calculus III	3
GEP Humanities ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/</a> )		3
ENG 101	Academic Writing and Research (or GEP Natural Sciences ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/</a> ) with Lab) <sup>1</sup>	4
EC 201 or ARE 201	Principles of Microeconomics <sup>1</sup> or Introduction to Agricultural & Resource Economics	3
ACC 210	Concepts of Financial Reporting <sup>1</sup>	3
<b>Hours</b>		<b>16</b>

#### Second Year

Fall Semester		
ACC 220	Introduction to Managerial Accounting <sup>1</sup>	3
COM 110 or COM 112 or COM 211	Public Speaking or Interpersonal Communication or Argumentation and Advocacy	3
BUS/ST 350	Economics and Business Statistics <sup>1</sup>	3
GEP Natural Sciences ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/</a> )		3
EC 202	Principles of Macroeconomics	3
GEP Health and Exercise Studies ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/</a> )		1
<b>Hours</b>		<b>16</b>

#### Spring Semester

Select three of the following:		
BUS 320	Financial Management	
BUS 340	Information Systems Management	
BUS 360	Marketing Methods	
BUS 370	Operations and Supply Chain Management	
MIE 305	Legal and Regulatory Environment	
MIE 310	Introduction to Entrepreneurship	
MIE 330	Human Resource Management	
PSY 200	Introduction to Psychology	3

GEP US Diversity, Equity, and Inclusion ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-usdei/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-usdei/</a> )		3
ST 307 or ST 308	Introduction to Statistical Programming- SAS or Introduction to Statistical Programming - R	1
<b>Hours</b>		<b>16</b>
<b>Third Year</b>		
<b>Fall Semester</b>		
Select two of the following:		6
BUS 320	Financial Management	
BUS 340	Information Systems Management	
BUS 360	Marketing Methods	
BUS 370	Operations and Supply Chain Management	
MIE 305	Legal and Regulatory Environment	
MIE 310	Introduction to Entrepreneurship	
MIE 330	Human Resource Management	
ENG 331 or ENG 332 or ENG 333	Communication for Engineering and Technology or Communication for Business and Management or Communication for Science and Research	3
Free Electives		6
<b>Hours</b>		<b>15</b>
<b>Spring Semester</b>		
Select two of the following:		6
BUS 320	Financial Management	
BUS 340	Information Systems Management	
BUS 360	Marketing Methods	
BUS 370	Operations and Supply Chain Management	
MIE 305	Legal and Regulatory Environment	
MIE 310	Introduction to Entrepreneurship	
MIE 330	Human Resource Management	
Concentration course (p. 3)		3
Free Electives		6
<b>Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>Fall Semester</b>		
Select two Concentration courses (p. 3)		6
GEP Interdisciplinary Perspectives ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/</a> )		2
GEP Humanities ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/</a> )		3
Free Elective		4
<b>Hours</b>		<b>15</b>
<b>Spring Semester</b>		
MIE 480	Business Policy and Strategy	3
Concentration course (p. 3)		3
Free Electives		6
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> Must be completed with "C-" or better.

### GPA Graduation Requirements

- Overall GPA *for all courses* attempted at NC State must be 2.0 or higher; and
- Overall GPA *for all BUS, MIE, and M courses* attempted at NC State must be 2.0 or higher.

### Career Opportunities

Graduates in business administration are prepared for a variety of careers in business or industry including new product development, marketing, manufacturing, human resources, IT management, business analysis, banking and finance, consulting, and business development. They have the knowledge and tools to launch new business ideas and succeed in management positions.