

# MARKETING, B.S.

## Contact

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## Mission

Graduates of this program will develop skills continually in demand driven by the evolving needs of businesses to connect with customers in an increasingly digital and global marketplace. Effective marketing strategies are crucial for business growth and success, innovation, and competitiveness, and supports entrepreneurship. The skills learned in this program will allow students to quickly and effectively enter into supporting and leadership roles within the industry.

## Program Description

Students in this major will graduate with a variety of skills preparing them for jobs in the marketing field. The program's design includes foundational business courses and specialized marketing courses. This program is designed to provide students with the foundational knowledge required for a range of marketing jobs and to ensure graduates are using the most current tools and technologies to thrive within the field.

## Admissions

See Undergraduate Admissions (<https://catalog.une.edu/undergraduate/admissions/>) for more information.

## Transfer Credit

See Undergraduate Admissions (<https://catalog.une.edu/undergraduate/admissions/>) for more information.

## Financial Information

Tuition and fees for subsequent years may vary. Other expenses include books and housing. For more tuition and fee information, please consult this catalog's Financial Information (<https://catalog.une.edu/undergraduate/financial-information-undergraduate-programs/>) section.

## Curricular Requirements

Code	Title	Hours
<b>Nor'easter Core Requirements</b>		
Nor'easter Core Requirements ( <a href="https://catalog.une.edu/undergraduate/core-curriculum/">https://catalog.une.edu/undergraduate/core-curriculum/</a> )		40
<b>COB Foundation Courses</b>		
BUEC 203	Macroeconomics	3
BUEC 204	Microeconomics	3
BUMG 120	Innovation through Technology	3
Select one of the following:		3
MAT 120	Statistics	
MAT 150	Statistics for Life Sciences	
MAT 151	Statistics for Environmental Sciences	
<b>Other COB Foundation Courses</b>		
BUAC 201	Financial Accounting	3
BUFI 315	Business Finance Concepts and Skills	3
BUMG 200	Management	3

BUMG 325	Legal Environment of Business	3
BUMG 498	Strategic Management	3
BUMK 200	Marketing	3
BUMG 495	Business Internship	3

### Marketing Major Required Courses

BUAC 303	Managerial Accounting	3
BUFI 205	Intro to Data Analysis & Model	3
or DSC 225	Programming 1	
BUMG 101	Introduction to Business	3
BUMK 303	Non Profit Marketing	3
or BUMK 320	Retail Marketing	
BUMK 305	Consumer Behavior	3
BUMK 310	Advertising	3
BUMK 335	Global Marketing	3
BUMK 350	Social Media Marketing Strategy	3
BUMK 400	Marketing Seminar	3
BUMK 405	Sales Management	3
BUMK 420	Research Methods	3
Six Credits of 300- and/or 400-level Courses with the Prefix BUMK		6
Open Elective Courses (Students complete open elective credits as necessary to meet the University's 120-credit minimum for graduation. The total number of elective credits required will depend on the student's completed program, core, and other degree requirements.)		8

**Total Hours** 120

## Learning Outcomes

- Analyze markets and consumer behaviors using valid, ethical research and appropriate data tools.
- Design integrated marketing strategies and digital campaigns aligned to STP and brand objectives.
- Evaluate pricing and marketing decisions with quantitative models to support decisions.
- Communicate clear marketing strategies, recommendations, and deliverables.