

# Marketing

## An in-depth study of the principles, research and strategies that lead to market success.

The Bachelor of Arts degree with a major in marketing is currently offered at all Lakeland College centers. Most courses are also offered BlendEd®.

### Central Wisconsin Center

800.522.9473  
centralwi@lakeland.edu

### Chippewa Valley Center

800.993.3413  
chippewavalley@lakeland.edu

### Fox Cities Center

888.942.4444  
foxcities@lakeland.edu

### Green Bay Center

888.861.8255  
greenbay@lakeland.edu

### Madison Center

800.589.5134  
madison@lakeland.edu

### Milwaukee Center

800.421.2949  
milwaukee@lakeland.edu

### Sheboygan Center

800.569.2166  
sheboygan@lakeland.edu

A Lakeland College degree in marketing allows the graduate to enter this dynamic field with a solid foundation in economic theory, business management, market research and consumer behavior.

Students who major in Marketing will be able to:

- utilize the central principles, theories and rules of marketing in serving clients and their evolving needs;
- appreciate the need for multicultural understanding and sensitivity in serving local, regional and global markets;
- understand the role of marketing in the larger context of business organizations;
- communicate business and economic information to stakeholders in a clear and professional manner;
- respect and abide by ethical conduct in serving markets.



### REQUIRED COURSEWORK (45 semester hours)

*All courses listed are 3 semester hours.*

ACC 210	Financial Accounting Principles
BUS 301	Management Information Systems
BUS 330	Management Principles
BUS 350	Marketing Principles
BUS 375	Marketing Research
BUS 389	Pricing and Financial Management
BUS 410	Business Law I
BUS 445	Logistics and Supply Chain Management
BUS 485	Marketing Management
BUS 491	Business Policy and Strategy ( <i>Writing Intensive</i> )
ECN 220	Principles of Macroeconomics
ECN 230	Principles of Microeconomics
MAT 220	Probability and Statistics

*2 additional courses from the following:*

BUS 314	Hospitality Sales and Marketing
BUS 388	Integrated Marketing Communications
BUS 469	Global Marketing and Management
BUS 487	Sales Management
COM 220	Persuasion and Advocacy
COM 370	Communication and Social Media
SOC 325	Sociology of Media and Mass Communication
WRT 330	Advertising and Public Relations Writing

### Marketing Major AREAS OF EMPHASIS

(OPTIONAL)

Business Economics  
Finance  
Forensic/Fraud  
Healthcare Management  
Hospitality Management  
Human Resource Management  
Insurance  
International Business  
Management  
Nonprofit Management  
Sport Management

# General Studies Requirements

(Up to 41 semester hours)

## DISTRIBUTIONAL STUDIES

### Rhetorical Development

- GEN 110    Composition I: Academic Writing  
GEN 112    Composition II: Argumentation and Research

### Quantitative Skills

- MAT 130    Intermediate Algebra  
or  
MAT 150    Statistics for Everyday Life

### SELECT A MINIMUM OF 3 CREDITS FROM 7 OF THE 8 FOLLOWING CATEGORIES:

**Art, Music and Theatre** (ART, MUS, THE)

**History and Political Science** (HIS, POL)

**Literature and Writing** (ENG, WRT)  
*Excludes WRT 110 and WRT 210*

**Mathematics** (MAT)  
*Excludes MAT 130 and MAT 150*

**Natural Sciences** (BIO, CHM, PHY and GEN 183)

**Philosophy and Religion** (PHI, REL)

**Social Sciences** (ANT, CRJ, ECN, SOC, PSY)  
*Excludes SOCP 335*

**World Languages** (CHI, GER, JPS, SPA or other)

## INTERDISCIPLINARY STUDIES

- GEN 130    General Studies Core I: Knowing the Self *(Exempt with at least 30 transfer credits)*  
GEN 3XX    General Studies Core II: Exploring the Human Condition  
*(Exempt with at least 90 transfer credits)*  
GEN 4XX    General Studies Core III: Shaping the Future

Upon completion of the requirements for the Bachelor of Arts degree through the Lakeland College evening, weekend and online program, degree-earning students will have

- earned at least 120 semester hours of college credit, with a minimum of 30 semester hours having been completed through Lakeland College;
- satisfied the requirements of at least one academic major;
- completed the General Studies requirements; and
- maintained a cumulative 2.0 grade point average in both the major and in all coursework taken through Lakeland College.

The Lakeland College evening, weekend and online program's liberal arts component enables students to develop the necessary skills and knowledge to communicate clearly, inquire methodically, evaluate rationally and reason validly. These skills are developed through courses in:

- Distributional Studies, which develop knowledge in areas outside the major; and
- Interdisciplinary Studies, which encourage the integration of knowledge and values.