



Marketing Program Overview

What is Marketing?

According to the American Marketing Association, marketing is creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Bachelor of Science in Marketing and Marketing Concentrations

Mission: This degree prepares graduates to conduct rudimentary market analysis, to understand the consequences of marketing decisions, and to carry out implementation responsibilities in a variety of organizations.

Description: The major in Marketing provides students with a broad working knowledge of contemporary marketing philosophy and practice. This is achieved through the classes that make up the Marketing Core: Marketing Problems (MKTG 302), Information for Marketing Decisions (MKTG 310), Buyer Behavior (MKTG 315), and International Marketing (MKTG 320).

Students may choose one of four concentrations within the Marketing major. Marketing concentrations are noted on students' transcripts. Marketing concentrations help to focus a student's academic pursuits while tailoring their academic curriculum to their interests and career goals. The concentrations are:

Integrated Marketing Communications Concentration

Required:

Integrated Marketing Communications (MKTG 330)

Select two (2) of the following:

Introduction to Personal Selling (MKTG 335)

Digital Marketing (MKTG 448)

Experiential Marketing (MKTG 430)

Personal Selling and Business Marketing Concentration

Required:

Introduction to Personal Selling (MKTG 335)

Select two (2) of the following:

Retail Management (MKTG 340)

Business-to-Business Marketing (MKTG 325)

Selling in the Business Marketplace (MKTG 435)

Supply Chain Management (MGMT 386)

Product & Brand Management Concentration

Required:

Product Development and Management (MKTG 450)

Select two (2) of the following:

Integrated Marketing Communications (MKTG 330)

Experiential Marketing (MKTG 430)

Services Marketing (MKTG 442)

Da Vinci Project (INNO 460)

General Marketing Concentration

Required:

Integrated Marketing Communications (MKTG 330)

Select two (2) courses from the list of approved Marketing and Non-Marketing electives in the VCU Bulletin

In addition to courses listed above, students in all concentrations will also take approved Marketing electives to complete their required credits in the Advanced Business Program.



VCU School of Business

Marketing Career Opportunities

The major in Marketing prepares students for careers in marketing communications and event marketing, customer service, business to business sales and retail management and product or brand management positions. Our majors have accepted internships and permanent positions with regional and national corporations including Altria Group, DuPont, Fastenal, Federal Reserve Bank of Richmond, Franklin Street Marketing, Health Diagnostic Laboratory (HDL), Hodges Partnership, Home Depot, Johnson Controls, Inc., Kings Dominion, MeadWestvaco, Richmond Flying Squirrels, Siddall, Inc., Style Weekly, Target Corporation, United Health Group, VCU Business Services, VCU Recreational Sports, Verizon, the Virginia Lottery, Xerox, and more.

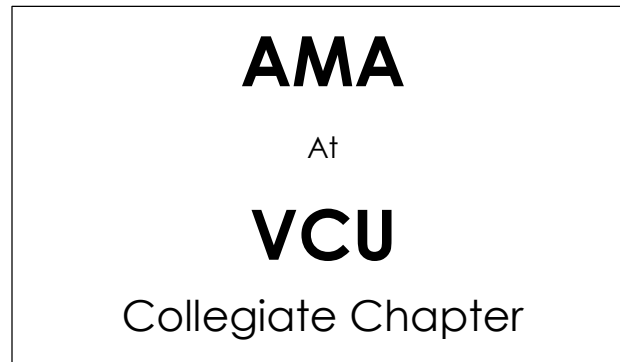
Careers and Emerging Opportunities in Marketing

Traditional Opportunities

- Advertising
- Brand Management
- Direct Marketing
- Retailing and Wholesale Management
- Personal Selling and Sales Management

Emerging Opportunities

- Supply Chain Management
- Marketing Analyst
- Event Marketing



The Virginia Commonwealth University Collegiate Chapter of the American Marketing Association provides members with the opportunity to network, gain new marketing skills, and to meet other students with similar goals and professional interests.

Contact us at amamktg@vcu.edu

Please visit the Marketing Department website at <http://www.business.vcu.edu/marketing.html> for more information

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