

THE UNIVERSITY OF TENNESSEE AT MARTIN

Department of Management, Marketing, Computer Science, and Information Systems



BSBA, Major in Marketing

Your College Degree

The Bachelor of Science in Business Administration (BSBA) with a major in Marketing is designed to prepare you for a career with the knowledge and skills needed to become effective and efficient in the field of marketing. You will have an opportunity to develop your knowledge and skills as best suited for yourself through the choice of electives within the major. You will better understand business and marketing areas including: promotion, sales, consumer behavior, logistics, business-to-business relationships, data analysis, and strategy.

Your study will include topics such as: market segmentation, product design, distribution, customer service levels, product differentiation, market niche, customer demographics, product promotion, logistics, retailing, service marketing, sports marketing, strategy, sales and selling, international marketing, and many more.

What is Marketing

Marketing is the activity set of institutions, and processes for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large.

Career Options:

With a BSBA in Marketing you will find career options in fields such as:

- Advertising
- Brand Management
- Marketing Research
- Business-to-Business Sales
- Sales Management
- Promotions
- Customer Development
- Retail Store Management
- Strategic Marketing
- Product Development
- Product Management
- Business Owner
- Distribution Management
- Sports Marketing
- Public Relations
- International Marketing
- Events Planning Management
- Healthcare Marketing



www.utm.edu/departments/cbga/mmci

731-881-7238

Applying Concepts to Real World Situations!

Careers

Learning Options:

Your learning can happen in several different ways. First is the classroom experience where, lecture, team projects, individual reports are required. You can also have an Internship experience within an organization once you become a junior classification. The third learning option is an independent study with the supervision of a marketing professor to guide you in your analysis of a marketing topic.

Choosing Courses:

Faculty assist students in choosing their own courses of study in an effort to match career goals with the appropriate electives needed to specialize in a particular marketing area.

EARNED EXCELLENCE



THE BEST BUSINESS SCHOOLS
IN THE WORLD

Management Courses

In addition to the BSBA required courses, marketing majors are required to take:

Required Courses:

MKT 105 Introduction to Marketing
MKT 320 Consumer Behavior
MKT 330 Advertising and Promotion Management
MKT 360 Marketing Research
MKT 465 Marketing Management

Elective Courses:

MKT 302 Personal Selling
MKT 310 Retailing
MKT 340 Logistics Supply Chain Management
MKT 350 Service Marketing
MKT 371 Forensic Marketing
MKT 372-3 Sports Marketing
MKT 374 Marketing and Society
MKT 375 Travel and Tourism Marketing
MKT 376 Executive-in-Residence Seminar
MKT 377 Events Planning
MKT 410 International Marketing
MKT 430 E-Commerce Marketing
MKT 440 Marketing, Business and Environmental Ethics
MKT 450 Business to Business Marketing
MKT 460 Direct Marketing Management
MKT 470 Marketing Channels
MKT 480 Internship in Marketing
MKT 481-2 Independent Study in Marketing



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