



Marketers create value by providing products to satisfy customer needs. Effective marketing is critical to all successful organizations. EIU Marketing majors develop critical thinking skills needed to develop products and services, set prices, communicate key brand features, and distribute products effectively. They are well prepared for excellent careers in business and graduate school.

## Become a Marketing Major!

Marketing is one of the most popular majors in EIU's School of Business.

Students who succeed as Marketing Majors are:

- Creative
- Able to influence and persuade others
- Adaptable and flexible
- Analytical
- Planners and decision makers
- People-oriented

The Marketing Major curriculum emphasizes: analytical skills; ability to interpret data; quantitative analysis; research skills; written communication; presentation skills; problem solving abilities; and teamwork.

EIU's School of Business is accredited by the Association to Advance Collegiate Schools of Business International (AACSB). AACSB is the premier accreditation body for institutions offering degrees in business and accounting.



## Careers in Marketing

EIU offers a marketing program that prepares students for entry level positions in a variety of marketing and business careers including:

**Sales:** Represent a firm and its products in business-to-business sales or direct consumer sales.

**Promotion/Advertising/Public Relations:** Communicate information about products, brands, and organizations through various media; develop promotional materials; create news releases and publicity to communicate with the media and stakeholders.

**Marketing Research:** Collect and analyze marketing data; communicate research information to managers; assist in designing and implementing research projects.

**Social Media and Interactive Marketing:** Communicate directly with potential customers through mail, broadcast media, telephone, the Internet, and social media; develop and maintain interactive relationships with customers.

**Brand/Product Management:** Analyze sales and trends; assist in planning and directing marketing activities for a particular brand or product.

**Retail Management:** Select merchandise, control inventory, coordinate advertising and promotion, and manage sales; gain experience for starting a business.

**Supply Chain and Logistics Management:** Coordinate carrier routes, distribution and placement of product with supply chain members including; raw material suppliers, distributors, wholesalers, buying agents, retailers, and shippers.

## Professional Development Opportunities

Make a successful transition from college to career by enhancing the knowledge and skills you learn in the classroom through professional development activities. To gain a competitive edge in starting your career you can:

- Be a student leader by participating in EIU's award-winning student business organizations including the student chapter of the [American Marketing Association](#).
- Complete a [marketing internship](#) to apply your academic skills and knowledge in the "real world," polish your professional skills, and gain a head start on your career.
- [Study abroad](#) to gain international experience that will help prepare you for the competitive global marketplace.
- Participate in [career development activities](#) such as mock interviews, resume workshops, job shadowing, and business etiquette programs to gain the skills and confidence to begin your career successfully.

## Marketing Curriculum Requirements

A grade of C or better is required in courses designated with an arrow (▶).

### EIU General Education Curriculum:

- ▶ENG 1001G College Composition I
- ▶ENG 1002G College Composition II
- ▶CMN 1310G Introduction to Speech Communication
- MAT 2120G Finite Mathematics
- ECN 2801G Principles of Macroeconomics
- ECN 2802G Principles of Microeconomics

Students also must fulfill the University foreign language requirement (two courses in a single foreign language) unless exempt based on high school course work.

### Critical Thinking & Quantitative Reasoning Course:

CTQR Course Options: CMN2040, ECN3450, GEO3810, MAT2110G, MIS3505, OSC3800, OSC4820, PHI1900G, PHI1990G

### Business Core Curriculum (prerequisites required):

- BUS 1000 Introductory Business Seminar
- ▶BUS 1950 Computer Concepts and Applications for Business
- ▶BUS 2101 Financial Accounting
- ▶BUS 2102 Managerial Accounting (BUS2101)
- ▶BUS 2750 Legal & Social Environment of Business (ENG1002G)
- ▶BUS 2810 Business Statistics (BUS1950)
- BUS 3010 Management & Organizational Behavior (60 hours)
- BUS 3200 International Business (BUS 2750, ECN 2801G, ECN2802G)
- ▶BUS 3470 Principles of Marketing (BUS2810, MAT2120G)
- BUS 3500 Mgmt Information Systems (BUS 1950, MAT2120G)
- BUS 3710 Business Financial Mgmt (BUS 2101, MAT2120G)
- BUS 3950 Operations Mgmt (BUS 2810, MAT2120G)
- BUS 4360 Strategy and Policy (Capstone for Senior Year)

### Marketing Core (requires BUS 3470):

- ▶MAR 3720 Consumer Behavior
- ▶MAR 3860 Marketing Research (BUS2810)
- MAR 3875 Retail Management
- MAR 4470 Professional Sales
- MAR 4700 Marketing Strategies (MAR3720, MAR3860)

### Marketing Electives (requires BUS 3470):

Complete 4 from the following courses

- MAR 3490 Business to Business Marketing
- MAR 3560 Social Media Marketing
- MAR 3780 Promotion Management
- MAR 3970 Study Abroad
- MAR 4100 Special Topics in Marketing
- MAR 4275 Internship in Marketing
- MAR 4400 Services Marketing
- MAR 4480 Sales Management (MAR4470)
- MAR 4490 International Marketing
- MAR 4740 Independent Study
- ENT 3300 Foundations of Entrepreneurship (45 hrs)

## Marketing Major Recommended Schedule of Classes

First Semester		Second Semester	
<b>First Year</b>			
Course	Hrs	Course	Hrs
BUS 1000	2	ENG 1002G	3
BUS 1950	3	MAT 2120G	3
ENG 1001G	3	ECN 2801G	3
MAT 1271	3	General ed	3
CMN 1310G	3	General ed	4
<b>Total</b>	<b>14</b>	<b>Total</b>	<b>16</b>
<b>Second Year</b>			
Course	Hrs	Course	Hrs
BUS 2101*	3	BUS 2102	3
BUS 2750	3	BUS 2810	3
ECN 2802G	3	Elective/CTQR	3
General ed	3	General ed	3
General ed	3	General ed	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
<b>Third Year</b>			
Course	Hrs	Course	Hrs
BUS 3470*	3	BUS 3710	3
BUS 3010	3	MAR3875	3
BUS 3200	3	MAR 3720	3
BUS 3500	3	MAR 3860	3
Elective	3	Elective	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
<b>Fourth Year</b>			
Course	Hrs	Course	Hrs
BUS 3950	3	BUS 4360	3
MAR 4470	3	MAR 4700	3
MAR Elective	3	MAR Elective	3
MAR Elective	3	MAR Elective	3
Senior Seminar	3	Elective	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

\*Take these courses in this term to meet future prerequisites

Marketing majors complete 9 semester hours of electives. Students who are exempt from MAT 1271 as a prerequisite to other math courses will complete an additional 3 semester hours of electives.