

Marketing Major

Marketing Mission:

The Marketing major in the Division of Business at Missouri Valley College aspires to support the mission of the College by initiating and promoting intellectual inquiry and understanding of the canons and mores of the marketing vocations through personal instruction.

Learning Outcomes:

- To explain and apply the concepts of marketing strategies.
- To explain the Marketplace and its participants domestically
- Perform market research utilizing current marketing tools and methodologies.
- To explain and demonstrate the array of integrated marketing communications concepts.
- To explain and apply the selling responsibilities, objectives and processes.
- The student will explain and apply key concepts in the business core of accounting, economics, finance, business law, marketing, and quantitative analysis.

Program: Business

Type: Major

Marketing Major Requirements

Business Core +

BA302, BA322, BA324, BA330, BA332, BA352, BA362, BA402, BA442, EC455, MC385, BA340, BA370, AR305, AR115

Item #	Title	Hours
	Business Core	21
AR 115	Design Fundamentals	3
AR 305	Web Design for Graphic Design, Marketing & Mass Communications	3
BA 302	Statistics	3
BA 322	Principles of Finance I	3
BA 324	Principles of Finance II	3
BA 330	Retailing & Visual Merchandising	3
BA 332	Principles of Advertising	3
BA 340	Digital Marketing	3
BA 352	Principles of Selling	3
BA 362	Consumer and Market Behavior	3
BA 370	Social Media Marketing	3
BA 402	Market Research	3
BA 442	Business Policy and Decision Making	3
EC 455	The Global Marketplace	3
MC 385	Social Networking	3
Total credits:		66-69