Marketing

2016-2017 Academic Year

A. B. Freeman School of Business

Goldring/Woldenberg I, Suite 200
Phone: (504) 862-8377
Fax: (504) 862-8733
Web: freeman.tulane.edu/programs/bsm/majors.php
**GENERAL REQUIREMENTS FOR STUDENTS MATRICULATING IN ACADEMIC YEAR: 2016-2017**

**DEGREE:** BACHELOR OF SCIENCE MANAGEMENT

**MAJOR:** MARKETING

**TOTAL CREDITS:** 122

**MINIMUM CUMULATIVE GRADE POINT AVERAGE:** 2.0

**MINIMUM MAJOR GRADE POINT AVERAGE:** 2.0

### GENERAL REQUIREMENTS

**CORE CURRICULUM REQUIREMENTS**

<table>
<thead>
<tr>
<th>Area</th>
<th>Credits</th>
<th>To Be Selected From</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year Writing</td>
<td>4</td>
<td>ENGL 1010 or Equivalent</td>
</tr>
<tr>
<td>TIDES – 1 course in fall semester</td>
<td>1-1.5</td>
<td></td>
</tr>
<tr>
<td>Foreign Language – Competence at 1020-Level (1-2 courses depending on placement and language)</td>
<td>3-8</td>
<td>Arabic, Chinese, French, German, Greek, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, or Spanish</td>
</tr>
<tr>
<td>Cultural Knowledge – 1 Humanities 1 Fine Arts</td>
<td>6</td>
<td>Courses designated Humanities and Fine Arts</td>
</tr>
<tr>
<td>Cultural Knowledge – Social Science</td>
<td>6</td>
<td>ECON 1010 and 1020</td>
</tr>
<tr>
<td>Quantitative Reasoning</td>
<td>3-4</td>
<td>MATH 1210 or equivalent MATH 1140 or AP Prob. &amp; Stats.</td>
</tr>
<tr>
<td>Scientific Inquiry – 1 Lab Science 1 Science</td>
<td>7-8</td>
<td>Courses from departments Designated Science PSYC 1000, 1001</td>
</tr>
<tr>
<td>Public Service – 1st Tier</td>
<td>1000-3000-Level 3000-Level or above</td>
<td></td>
</tr>
<tr>
<td>Western Traditions</td>
<td>3</td>
<td>Refer to Undergraduate Core Curriculum Guide</td>
</tr>
<tr>
<td>Outside Western Traditions Or Comparative CulturesIntl. Perspectives</td>
<td>3</td>
<td>Refer to Undergraduate Core Curriculum Guide</td>
</tr>
</tbody>
</table>

**Required Non-Business Courses**

- MATH 1210 or equivalent MATH 1140 or MATH 1230
- ECON 1010 ECON 1020
- PSYC 1000, 1001 TIDES (TIDB recommended)

**BSM Core Requirements** – 28 credit hours

- ACCN 2010 ACCN 3010 FINE 3010
- MSCP 3010 LGST 3010 MCOM 3010
- MGMT 3010 MKTG 3010 MGMT 4010
- MGMT 4900 (Capstone) CDMA 1201

**MAJOR REQUIREMENTS**

### Required Non-Business Courses

- MKTG 4110 MKTG 4120

### Select TWO required courses:

- MKTG 4100 MKTG 4220 MKTG 4250

### Select SIX credits from the following courses:

- MKTG 4105 MKTG 4117 MKTG 4127 MKTG 4137
- MKTG 4145 MKTG 4155 MKTG 4165 MKTG 4230
- MKTG 4240 MKTG 4260 MKTG 4270 MKTG 4275
- MKTG 4280 MKTG 4290 MKTG 4600 MKTG 4115*
- MKTG 4125* MKTG 4147* MKTG 4135* MKTG 4410*
- MKTG 4115 FINE 3200 (major/minor declared before fall 2015) 1.5 credit hours

**Note:** *These courses are 1.5 credit hours.

### Four Required Business Electives – 12 credit hours

**Free Electives** – credit hours vary

**Study Abroad:** Paris, Madrid, Copenhagen

**Minor Requirements for Marketing:** 9 credit hours

Select TWO courses from the following:
- MKTG 4100 – Consumer Behavior
- MKTG 4110 – Research and Analytics
- MKTG 4120 – Marketing Strategy
- MKTG 4220 – Sales Force Management

Plus THREE credits of the following:
- MKTG 4100 – Consumer Behavior
- MKTG 4105 – Consumer Relationship Marketing
- MKTG 4110 – Research and Analytics
- MKTG 4111 – Business to Business Marketing
- MKTG 4120 – Marketing Strategy
- MKTG 4127 – Channels of Distribution
- MKTG 4137 – Pricing
- MKTG 4145 – New Products Marketing
- MKTG 4155 – Brand Management
- MKTG 4165 – Retailing

Discuss additional options for elective credit with business coordinator.

**Note:** The Marketing Minor is only available to students who are in the A. B. Freeman School of Business.

---

- The Degree Plan and other information provided in this booklet serve only as advising tools. Newcomb-Tulane College advisors will help advise you on the core-curriculum, decide on a major, and consult on any academic success issues.
- Your business coordinator will advise you on business major and minor requirements.
- Students with non-business majors will have more than one advisor and will need to consult with the appropriate advisor.
- Students with non-business minors are not assigned an advisor, but a faculty member in the department is designated to advise minors.
- Become familiar with your major! By declaring early, you have access to a major advisor, are able to enroll in “majors only” classes, and are included in list serves that allow you to receive information about events, internships, and other opportunities.
- Premed and Pre-law students should also consult with one of the Pre-Professional advisors.
**GENERAL INFORMATION**
- Gaining relevant experience through part-time and summer jobs, volunteering or internships will help you explore career options and also increase your marketability.
- Develop skills by obtaining a leadership role in student government or a school or community organization.
- Excellent verbal and written communication skills are imperative for most careers related to marketing and sales.
- Most entry-level positions for marketing majors are sales-related.
- Many marketing majors seek positions in advertising, public relations, sports management and entertainment. Such positions are difficult to obtain and often require working your way up from the bottom level. Seek internships in these fields to give yourself an advantage.
- Develop the ability to work well with others.
- Engage in networking to maximize your employment opportunities.
- Marketing is good preparation for graduate study in business. An advanced degree can open greater opportunities, particularly in the areas of brand management and market research.

**SKILLS**
- High proficiency in written/oral communications
- Reading comprehension skills
- Critical thinking skills
- Creativity
- Analysis and interpretation of data
- Sales of products and/or services
- Multiple learning strategies
- Ability to research business problems
- Ability to predict and create trends
- Ability to influence

<table>
<thead>
<tr>
<th>CAREER AREAS</th>
<th>EMPLOYERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SALES</td>
<td></td>
</tr>
<tr>
<td>Industrial sales</td>
<td>Profit and nonprofit organizations</td>
</tr>
<tr>
<td>Consumer product sales</td>
<td>Service providers</td>
</tr>
<tr>
<td>Financial services sales</td>
<td>Manufacturers</td>
</tr>
<tr>
<td>Services sales</td>
<td>Financial companies</td>
</tr>
<tr>
<td>Advertising sales</td>
<td>Insurance companies</td>
</tr>
<tr>
<td>RETAIL</td>
<td></td>
</tr>
<tr>
<td>Buying</td>
<td>Media companies: print, electronic, television, radio</td>
</tr>
<tr>
<td>Store management</td>
<td>Consulting firms</td>
</tr>
<tr>
<td>Market Research</td>
<td></td>
</tr>
<tr>
<td>Market research</td>
<td>Large corporations</td>
</tr>
<tr>
<td>Competitive analysis</td>
<td>Marketing research firms</td>
</tr>
<tr>
<td>Transportation analysis</td>
<td>Public institutions in the areas of health, education and transportation</td>
</tr>
</tbody>
</table>

If you think you might be interested in this major, but you are not absolutely sure, an exploratory advisor can help you explore major and career options, please go to: [Explore Tulane.edu](#).

If you are interested in information about Law Professions, please go to: [LawProfessions.Tulane.edu](#).

If you are interested in information about Health Professions, please go to: [HealthProfessions.Tulane.edu](#).
### What Can I Do with a Major in... Marketing

#### BANKING
- Commercial lending
- Branch management
- Operations
- Commercial banks
- Credit unions
- Savings and loan associations

#### NONPROFIT SECTOR
- Research
- Curatorial
- Administration
- Writing
- Archive management
- Public relations
- History museums and historical sites
- Historical associations and societies
- Cultural heritage organizations
- Research organizations
- Libraries
- Colleges and universities

#### BUSINESS/INDUSTRY
- Brand management
- Consulting
- Business analysis
- Distribution management
- Export/import management
- Merchandise analysis
- Consumer goods
- Service providers
- Industrial goods
- Consulting firms
- Sports teams/athletics

#### PROFESSIONAL ORGANIZATIONS
- American Advertising Federation
  - www.aaf.org
- American Marketing Association
  - www.ama.org
- The Ad Council
  - www.adcouncil.org
- Direct Marketing Association
  - www.the-dma.org
- Brand Activation Association
  - www.baalink.org
- Society of Marketing Professional Services
  - www.smps.org
- American Association of Advertising Agencies
  - www.aaaa.org
- Business Marketing Association
  - www.marketing.org

#### RELATED WEBSITES & ASSOCIATIONS
- Marketing Jobs
  - www.marketingjobs.com
- Careers in Marketing
  - www.careers-in-marketing.com
- Marketing and Sales Jobs Page
  - www.nationjob.com/marketing
- Sales & Marketing Executives International
  - www.smei.org