

Marketing

2017-2018
Academic Year



A. B. Freeman School of Business

Tulane University
A. B. Freeman School of Business
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GENERAL REQUIREMENTS FOR STUDENTS MATRICULATING IN ACADEMIC YEAR: 2017-2018

DEGREE: **BACHELOR OF SCIENCE MANAGEMENT**

TOTAL CREDITS: 122

MAJOR: **MARKETING**

MINIMUM CUMULATIVE GRADE POINT AVERAGE: 2.0

MINIMUM MAJOR GRADE POINT AVERAGE: 2.0

CORE CURRICULUM REQUIREMENTS			MAJOR REQUIREMENTS		
Area	Credits	To Be Selected From	Required Non-Business Courses		
First Year Writing	4	ENGL 1010 or Equivalent	MATH 1210 or equivalent	MATH 1140 or MATH 1230	
TIDES – 1 course in fall semester	1-1.5		ECON 1010	ECON 1020	
Foreign Language – Competence at 1020-Level (1-2 courses depending on placement and language)	3-8	Arabic, Chinese, French, German, Greek, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, or Spanish	PSYC 1000, 1001	TIDES (TIDB recommended)	
Cultural Knowledge – 1 Humanities 1 Fine Arts	6	Courses designated Humanities and Fine Arts	TIDB Make-Up (LGST 4100 or MGMT 4150)		
Cultural Knowledge – Social Science	6	ECON 1010 and 1020	BSM Core Requirements		
Quantitative Reasoning	3-4	MATH 1210 or equivalent and MATH 1140 or MATH 1230	ACCN 2010	ACCN 3010	FINE 3010
Scientific Inquiry – 1 Lab Science 1 Science	7-8	Courses from departments Designated Science PSYC 1000, 1001	LGST 3010	MCOM 3010	MGMT 3010
Public Service – 1 st Tier 2 nd Tier		1000-3000-Level 3000-Level or above	MGSC 3010	MKTG 3010	MGMT 4010
Western Traditions	3	Refer to Undergraduate Core Curriculum Guide	MGMT 4900 (Capstone)	CDMA 1201	
Outside Western Traditions Or Comparative Cultures Intl. Perspectives	3	Refer to Undergraduate Core Curriculum Guide	Major Requirements		
			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 4145	MKTG 4155	MKTG 4165
			MKTG 4240	MKTG 4260	MKTG 4270
			MKTG 4280	MKTG 4285	MKTG 4290
			FINE 3200 (major/minor declared before fall 2015)		
Minor Requirements for Marketing: 9 credit hours			Four Required Business Electives – 12 credit hours		
Select TWO courses from the following:			Free Electives – credit hours vary		
<ul style="list-style-type: none"> MKTG 4100 – Consumer Behavior MKTG 4110 – Research and Analytics MKTG 4120 – Marketing Strategy MKTG 4220 – Sales Force Management 			Study Abroad: Paris, Madrid, Copenhagen		
Plus THREE credits of the following:					
<ul style="list-style-type: none"> MKTG 4100 – Consumer Behavior MKTG 4105 – Consumer Relationship Marketing MKTG 4110 – Research and Analytics MKTG 4117 – 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.
- Pre-med and Pre-law students should also consult with one of the Pre-Professional advisors.

What Can I Do with a Major in... Marketing

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

CAREER AREAS

SALES

- Industrial sales
- Consumer product sales
- Financial services sales
- Services sales
- Advertising sales

EMPLOYERS

- Profit and nonprofit organizations
- Service providers
- Manufacturers
- Financial companies
- Insurance companies
- Media companies: print, electronic, television, radio
- Consulting firms

RETAIL

- Buying
- Store management

- Department stores
- Specialty stores
- Discount stores
- Super retailers

Market Research

- Market research
- Competitive analysis
- Transportation analysis

- Large corporations
- Marketing research firms
- Public institutions in the areas of health, education and transportation
- Management consulting firms

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:



If you are interested in information about Law Professions, please go to:



If you are interested in information about Health Professions, please go to:



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.aaa.org

Business Marketing Association
www.marketing.org

RELATED WEBSITES & ASSOCIATIONS

[Marketing Jobs](http://www.marketingjobs.com)
www.marketingjobs.com

[Careers in Marketing](http://www.careers-in-marketing.com)
www.careers-in-marketing.com

[Marketing and Sales Jobs Page](http://www.nationjob.com/marketing)
www.nationjob.com/marketing

[Sales & Marketing Executives International](http://www.smei.org)
www.smei.org

*For Jobs, internships, resume assistance,
interviews, and self-assessments, please
go to:*



*Tulane University is committed to your academic success
and provide several services to assist.*