

MAJOR IN BUSINESS ADMINISTRATION, MARKETING CONCENTRATION



This program will provide its students with a comprehensive knowledge of marketing along with the skills necessary for effective decision making in a business environment that is diverse, global, and highly competitive. As defined by the American Marketing Association, marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Organizations engage in marketing activities, such as conducting market research, developing new products, establishing pricing approaches, designing marketing communications, and building customer relationships. Marketing is people-oriented and ever changing. A person's analytical and creative abilities are brought to bear on developing solutions to various marketing problems while operating within a continuously evolving marketplace. In addition to the All-University Core Curriculum (<http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/>), course work for a major in business administration/marketing includes calculus, economics, statistics, and business foundation classes along with courses that specifically examine marketing issues and practices.

Learning Objectives

Students will demonstrate the ability to:

1. Identify a marketing problem and key influences on that problem, to use appropriate qualitative and quantitative analysis and market research techniques to evaluate the marketing problem, and to evaluate alternative solutions;
2. Make a final recommendation that thoroughly addresses the problem/opportunity based on: making reasonable assumptions; considering appropriate customer, competitor, and company constraints; clearly addressing the marketing issues; and demonstrating an understanding of the interrelationships of marketing concepts;
3. Use marketing terminology correctly;
4. Develop persuasive and convincing arguments that support recommendations; and

5. Design a marketing plan.

Accelerated Program

The Marketing concentration includes an accelerated program option (<https://provost.colostate.edu/accelerated-programs/>) for students to graduate on a faster schedule. Accelerated Programs typically include 15-16 credits each fall and spring semester for three years, plus 6-9 credits over two to three summer sessions (<https://summer.colostate.edu/acceleratedprograms/>). Students who enter CSU with prior credit (AP, IB, transfer, etc.) may use applicable courses to further accelerate their graduation. Visit the Office of the Provost website for additional information about Accelerated Programs (<https://provost.colostate.edu/accelerated-programs/>).

Potential Occupations

Between one-fourth and one-third of the civilian labor force is employed in marketing-related positions. Examples of possible careers include, but are not limited to:

marketing strategy planning, brand management, product development, market research, digital marketing, pricing management, sales management, advertising, and promotion management.