

MARKETING AND DIGITAL STRATEGY - BS

Program Description

Marketing is all about identifying consumer needs/wants and then translating this knowledge into insights that drive business decisions. Students majoring in marketing master the core concepts of marketing, emphasizing the elements of the marketing mix, target markets and consumer behavior, which are necessary to create effective marketing plans. Topics include product and service development, pricing strategies, supplier and distribution channels, promotional strategies, social media marketing and communication, and marketing research. Students will also explore how marketers assess the ethical implications of marketing decisions on consumers, organizations, and society as a whole. A degree in marketing provides graduates with the skills and knowledge for successful marketing careers in for-profit and non-profit organizations, both large and small. Students working toward a major in marketing are encouraged to develop hands-on experience in the business world by participating in one or more marketing internships. Opportunities for graduates include positions in sales and marketing, market research, advertising, public relations, digital and social media marketing, marketing analytics, as well as many other career paths.

The marketing major is available to students enrolled in the College for Women and the College for Adults.

This major is offered in the College for Women.

Curriculum

Code	Title	Credits
Major Courses		
ACCT 3202	Business Finance	2
BUSI 2012	Business Analytics	2
BUSI 3502	Global Business	2
BUSI 4800	Business Portfolio	0
BUSI 3642	The Legal Environment of Business	2
BUSI 3652	Business Law - Contracts	2
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
MKTG 2302	Introduction to Marketing	2
MKTG 3250W	Digital Integrated Marketing Communications	4
MKTG 4300	Strategic Marketing	4
SALE 2332	Introduction to Selling	2
MKTG 3342	Consumer Behavior and Experience	
MKTG 2025	Intro to Digital Marketing	2
MKTG 2035	Social Media Marketing	2
MKTG 3320	Digital Interactive Marketing Strategy	2
MKTG 3350	Market Research and Analytics	4
Total Credits		36

Code	Title	Credits
Required Supporting Courses - minimum of C- grade required		
ECON 2610	Principles of Microeconomics	4
ECON 2620	Principles of Macroeconomics	4

ECON 1080	Statistical Analysis for the Social Sciences	4
or ECON 1090	Statistical Analysis for Decision Making	
ACCT 2110	Financial Accounting	4
ACCT 2130	Managerial Accounting	4
Total Credits		20

¹ MBA courses may be applied to major requirements if the student is admitted to the program that allows seniors to take MBA courses. See the MBA section of the University's Graduate Catalog for details. Note: the MBA classes are worth three credits each.

Business Portfolio

All majors are required to complete a business portfolio. The portfolio is the vehicle that enables students to integrate the life skills and knowledge they bring with them and the knowledge, skills and values learned within the courses and field experiences throughout the program. This portfolio allows students to validate their experiences at St. Catherine University.

The portfolio is cumulative in nature; most aspects are completed as part of course work. Students must present the portfolio to their advisor no later than the week of September 15-22 for December graduation or the week of February 15-22 for May graduation.

For specific portfolio (BUSI 4800 Business Portfolio) requirements, please refer to the Professional Portfolio Handbook.

Marketing majors satisfy the Writing Requirement for Majors by completing MKTG 3250W Digital Integrated Marketing Communications. They complete the Liberal Arts and Sciences Core Writing Requirement with three other writing-intensive courses CORE 1000W The Reflective Woman, CORE 3990W Global Search for Justice CORE 3990W Global Search for Justice , and another writing-intensive course in this or another department).

This major is offered in the College for Adults.

Curriculum

Code	Title	Credits
Major Courses		
ACCT 2110	Financial Accounting	4
ACCT 2130	Managerial Accounting	4
ACCT 3202	Business Finance	2
BUSI 2012	Business Analytics	2
BUSI 3502	Global Business	2
BUSI 3642	The Legal Environment of Business	2
BUSI 3652	Business Law - Contracts	2
BUSI 4800	Business Portfolio	0
ECON 1090	Statistical Analysis for Decision Making	4
or STAT 1090	Statistical Analysis	
or PSYC 1090	Statistical Methods in Psychology	
ECON 2610	Principles of Microeconomics	4
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
MKTG 2025	Intro to Digital Marketing	2
MKTG 2035	Social Media Marketing	2
MKTG 3320	Digital Interactive Marketing Strategy	2

MKTG 3350	Market Research and Analytics	4
Total Credits		40
Code	Title	Credits
Required Supporting Courses - minimum of C- grade required		
MKTG 2302	Introduction to Marketing	2
MKTG 3250W	Digital Integrated Marketing Communications	4
MKTG 4300	Strategic Marketing ¹	4

¹ MBA courses may be applied to major requirements if the student is admitted to the program that allows seniors to take MBA courses. See the MBA section of the University's Graduate Catalog for details. Note: the MBA classes are worth three credits each.

Business Portfolio

All majors are required to complete a business portfolio. The portfolio is the vehicle that enables students to integrate the life skills and knowledge they bring with them and the knowledge, skills and values learned within the courses and field experiences throughout the program. This portfolio allows students to validate their experiences at St. Catherine University.

The portfolio is cumulative in nature; most aspects are completed as part of course work. Students must present the portfolio to their advisor no later than the week of September 15-22 for December graduation or the week of February 15-22 for May graduation.

For specific portfolio (BUSI 4800 Business Portfolio) requirements, please refer to the Professional Portfolio Handbook.

Marketing majors satisfy the Writing Requirement for Majors by completing MKTG 3250W Digital Integrated Marketing Communications. They complete the Liberal Arts and Sciences Core Writing Requirement with three other writing-intensive courses CORE 1000W The Reflective Woman, CORE 3990W Global Search for Justice, and another writing-intensive course in this or another department).

The marketing and digital strategy major is offered both fully online asynchronous and full online with synchronous options. Both options are displayed below.

SYNC ONLINE Option:

Code	Title	Credits
Fall Term		
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
Spring Term		
BUSI 2012	Business Analytics	2
BUSI 3502	Global Business	2
MKTG 2302	Introduction to Marketing	2
Select one from:		4
ECON 1090	Statistical Analysis for Decision Making	
PSYC 1090	Statistical Methods in Psychology	
STAT 1090	Statistical Analysis	
Fall Term		
MKTG 3250W	Digital Integrated Marketing Communications	4

Spring Term		
ACCT 2110	Financial Accounting	4
ECON 2610	Principles of Microeconomics	4
Summer Term		
Elective course		4
Fall Term		
ACCT 2130	Managerial Accounting	4
MKTG 4300	Strategic Marketing	4
Spring Term		
ACCT 3202	Business Finance	2
BUSI 3642	The Legal Environment of Business	2
BUSI 3652	Business Law - Contracts	2
BUSI 4800	Business Portfolio	0
MKTG 3350	Market Research and Analytics	4
Total Credits		48

ASYNCH ONLINE Option:

Code	Title	Credits
Fall Term		
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
Spring Term		
BUSI 2012	Business Analytics ¹	2
BUSI 3502	Global Business	2
MKTG 2302	Introduction to Marketing	2
Select one from:		4
ECON 1090	Statistical Analysis for Decision Making	
PSYC 1090	Statistical Methods in Psychology	
STAT 1090	Statistical Analysis	
Fall Term		
ACCT 2110	Financial Accounting	4
MKTG 3250W	Digital Integrated Marketing Communications	4
Spring Term		
ACCT 2130	Managerial Accounting	4
ECON 2610	Principles of Microeconomics	4
Summer Term		
Elective course		4
Fall Term		
ACCT 3202	Business Finance	2
BUSI 3642	The Legal Environment of Business	2
BUSI 3652	Business Law - Contracts	2
Spring Term		
BUSI 4800	Business Portfolio	0
MKTG 3350	Market Research and Analytics	4
MKTG 4300	Strategic Marketing	4
Total Credits		48

¹ Taken during J-Term

The marketing and digital strategy major is offered both fully online asynchronous and fully online with synchronous options. Both options are displayed below.

SYNC ONLINE Option:

Code	Title	Credits
Spring Term		
BUSI 2012	Business Analytics	2
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
Fall Term		
BUSI 3502	Global Business	2
MKTG 2302	Introduction to Marketing	2
Select from one:		4
ECON 1090	Statistical Analysis for Decision Making	
PSYC 1090	Statistical Methods in Psychology	
STAT 1090	Statistical Analysis	
Spring Term		
ACCT 2110	Financial Accounting	4
MKTG 3250W	Digital Integrated Marketing Communications	4
MKTG 3350	Market Research and Analytics	4
Summer Term		
Elective course		4
Fall Term		
ACCT 2130	Managerial Accounting	4
MKTG 4300	Strategic Marketing	4
Spring Term		
ACCT 3202	Business Finance	2
ECON 2610	Principles of Microeconomics	4
Fall Term		
BUSI 3642	The Legal Environment of Business	2
BUSI 3652	Business Law - Contracts	2
BUSI 4800	Business Portfolio	0
Total Credits		48

ASYNCHRONOUS ONLINE Option:

Code	Title	Credits
Spring Term		
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
Fall Term		
ACCT 2110	Financial Accounting	4
BUSI 3502	Global Business	2
MKTG 2302	Introduction to Marketing	2
Spring Term		
ACCT 2130	Managerial Accounting	4
BUSI 2012	Business Analytics ¹	2
Select one from:		4
ECON 1090	Statistical Analysis for Decision Making	
PSYC 1090	Statistical Methods in Psychology	
STAT 1090	Statistical Analysis	
Summer Term		
Elective course		4
Fall Term		
ACCT 3202	Business Finance	2

MKTG 3250W	Digital Integrated Marketing Communications	4
Spring Term		
ECON 2610	Principles of Microeconomics	4
Fall Term		
BUSI 3642	The Legal Environment of Business	2
BUSI 3652	Business Law - Contracts	2
Spring Term		
MKTG 3350	Market Research and Analytics	4
MKTG 4300	Strategic Marketing	4
BUSI 4800	Business Portfolio	0
Total Credits		48

¹ Taken during J-Term

The marketing and digital strategy major is offered both fully online asynchronous and fully online with synchronous options. Both options are displayed below.

SYNC ONLINE Option:

Code	Title	Credits
Summer Term		
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
Fall Term		
BUSI 3502	Global Business	2
MKTG 2302	Introduction to Marketing	2
Select one from:		4
ECON 1090	Statistical Analysis for Decision Making	
PSYC 1090	Statistical Methods in Psychology	
STAT 1090	Statistical Analysis	
Spring Term		
ACCT 2110	Financial Accounting	4
BUSI 2012	Business Analytics	2
MKTG 3250W	Digital Integrated Marketing Communications	4
Summer Term		
Elective course		4
Fall Term		
ACCT 2130	Managerial Accounting	4
MKTG 4300	Strategic Marketing	4
Spring Term		
ACCT 3202	Business Finance	2
ECON 2610	Principles of Microeconomics	4
Fall Term		
BUSI 3642	The Legal Environment of Business	2
BUSI 3652	Business Law - Contracts	2
Spring Term		
BUSI 4800	Business Portfolio	0
MKTG 3350	Market Research and Analytics	4
Total Credits		48

ASYNCR ONLINE Option:

Code	Title	Credits
Summer Term		
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
Fall Term		
ACCT 2110	Financial Accounting	4
BUSI 3502	Global Business	2
MKTG 2302	Introduction to Marketing	2
Spring Term		
ACCT 2130	Managerial Accounting	4
BUSI 2012	Business Analytics ¹	2
Select one from:		4
ECON 1090	Statistical Analysis for Decision Making	
PSYC 1090	Statistical Methods in Psychology	
STAT 1090	Statistical Analysis	
Summer Term		
Elective course		4
Fall Term		
ACCT 3202	Business Finance	2
MKTG 3250W	Digital Integrated Marketing Communications	4
Spring Term		
ECON 2610	Principles of Microeconomics	4
Fall Term		
BUSI 3642	The Legal Environment of Business	2
BUSI 3652	Business Law - Contracts	2
Spring Term		
BUSI 4800	Business Portfolio	0
MKTG 3350	Market Research and Analytics	4
MKTG 4300	Strategic Marketing	4
Total Credits		48

ACCT 2130	Managerial Accounting	4
ECON 2610	Principles of Microeconomics	4
MKTG 3350	Market Research and Analytics	4
Spring Term		
ACCT 3202	Business Finance	2
ECON 2620	Principles of Macroeconomics	4
Fall Term		
MKTG 4300	Strategic Marketing	4
Spring Term		
BUSI 3642	The Legal Environment of Business	2
BUSI 3652	Business Law - Contracts	2
BUSI 4800	Business Portfolio	0
Total Credits		48

¹ Taken during J-Term

Code	Title	Credits
Fall Term		
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
Spring Term		
BUSI 2012	Business Analytics	2
BUSI 3502	Global Business	2
MKTG 2302	Introduction to Marketing	2
Select one from:		4
ECON 1090	Statistical Analysis for Decision Making	
PSYC 1090	Statistical Methods in Psychology	
STAT 1090	Statistical Analysis	
Fall Term		
MKTG 3250W	Digital Integrated Marketing Communications	4
Spring Term		
ACCT 2110	Financial Accounting	4
Fall Term		