

# 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
<b>Major Courses</b>		
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
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
MKTG 2025	Digital Marketing Fundamentals	2
MKTG 2035	Social Media Marketing	2
MKTG 2302	Introduction to Marketing	2
MKTG 3250W	Integrated Marketing Communication	4
SALE 2332	Introduction to Selling	2
MKTG 3320	Digital Marketing Channels	2
MKTG 3342	Consumer Behavior and Experience	2
MKTG 3350	Market Research and Analytics	4
MKTG 4300	Strategic Marketing	4
<b>Total Credits</b>		<b>38</b>

Code	Title	Credits
<b>Required Supporting Courses - minimum of C- grade required</b>		
ACCT 2110	Financial Accounting	4
ACCT 2130	Managerial Accounting	4
ECON 1080	Statistical Analysis for the Social Sciences	4

or ECON 1090	Statistical Analysis for Decision Making	
or STAT 1090	Statistical Analysis	
ECON 2610	Principles of Microeconomics	4
ECON 2620	Principles of Macroeconomics	4
<b>Total Credits</b>		<b>20</b>

<sup>1</sup> 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
<b>Major Courses</b>		
ACCT 3202	Business Finance	2
BUSI 2012	Business Analytics	2
BUSI 3642	The Legal Environment of Business	2
BUSI 4800	Business Portfolio	0
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
MKTG 2302	Introduction to Marketing	2
MKTG 3250W	Integrated Marketing Communication	4
MKTG 3355	Market & Research Analysis	2
MKTG 4300	Strategic Marketing	4
Choose one of the following courses		2-4
MKTG 2025	Digital Marketing Fundamentals	
MKTG 2035	Social Media Marketing	
MKTG 3300	Digital Interactive Marketing Strategy	
MKTG 3342	Consumer Behavior & Experience	
<b>Total Credits</b>		<b>24-26</b>

Code	Title	Credits
<b>Required Supporting Courses - minimum of C- grade required</b>		
ACCT 2110	Financial Accounting	4
ACCT 2130	Managerial Accounting	4
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
<b>Total Credits</b>		<b>16</b>

<sup>1</sup> 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).

Code	Title	Credits
<b>Fall Term</b>		
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
<b>Spring Term</b>		
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	
<b>Fall Term</b>		
MKTG 3250W	Integrated Marketing Communication	4
<b>Spring Term</b>		
ACCT 2110	Financial Accounting	4
<b>Fall Term</b>		
ACCT 2130	Managerial Accounting	4
ECON 2610	Principles of Microeconomics	4

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

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
<b>Fall Term</b>		
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
<b>Spring Term</b>		
BUSI 2012	Business Analytics	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	
<b>Fall Term</b>		
MKTG 3250W	Integrated Marketing Communication	4
<b>Spring Term</b>		
ACCT 2110	Financial Accounting	4
ECON 2610	Principles of Microeconomics	4
<b>Summer Term</b>		
Elective course		4
<b>Fall Term</b>		
ACCT 2130	Managerial Accounting	4
MKTG 4300	Strategic Marketing	4
<b>Spring Term</b>		
ACCT 3202	Business Finance	2
BUSI 3642	The Legal Environment of Business	2
BUSI 4800	Business Portfolio	0
MKTG 3355	Market & Research Analysis	2
<b>Total Credits</b>		<b>42</b>

### ASYNCHRONOUS ONLINE Option:

Code	Title	Credits
<b>Fall Term</b>		
BUSI 2012	Business Analytics	2
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
<b>Spring Term</b>		
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	
<b>Fall Term</b>		
ACCT 2110	Financial Accounting	4
MKTG 3250W	Integrated Marketing Communication	4
<b>Spring Term</b>		
ACCT 2130	Managerial Accounting	4
ECON 2610	Principles of Microeconomics	4
<b>Summer Term</b>		
Elective course		4
<b>Fall Term</b>		
ACCT 3202	Business Finance	2
BUSI 3642	The Legal Environment of Business	2
BUSI 3652	Business Law - Contracts	2
<b>Spring Term</b>		
BUSI 4800	Business Portfolio	0
MKTG 3350	Market Research and Analytics	4
MKTG 4300	Strategic Marketing	4
<b>Total Credits</b>		<b>48</b>

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
<b>Spring Term</b>		
BUSI 2012	Business Analytics	2
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
<b>Fall Term</b>		
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	
<b>Spring Term</b>		
ACCT 2110	Financial Accounting	4
MKTG 3250W	Integrated Marketing Communication	4
MKTG 3355	Market & Research Analysis	2
<b>Summer Term</b>		
Elective course		4
<b>Fall Term</b>		
ACCT 2130	Managerial Accounting	4
MKTG 4300	Strategic Marketing	4
<b>Spring Term</b>		
ACCT 3202	Business Finance	2
ECON 2610	Principles of Microeconomics	4
<b>Fall Term</b>		
BUSI 3642	The Legal Environment of Business	2

BUSI 4800	Business Portfolio	0
<b>Total Credits</b>		<b>42</b>

#### ASync ONLINE Option:

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

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
<b>Summer Term</b>		
LEAD 2202	Leadership and Influence	2
MGMT 2402	Principles of Management	2
<b>Fall Term</b>		
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	
<b>Spring Term</b>		
ACCT 2110	Financial Accounting	4
BUSI 2012	Business Analytics	2
MKTG 3250W	Integrated Marketing Communication	4

<b>Summer Term</b>		
Elective course		4
<b>Fall Term</b>		
ACCT 2130	Managerial Accounting	4
MKTG 4300	Strategic Marketing	4
<b>Spring Term</b>		
ACCT 3202	Business Finance	2
ECON 2610	Principles of Microeconomics	4
<b>Fall Term</b>		
BUSI 3642	The Legal Environment of Business	2
<b>Spring Term</b>		
BUSI 4800	Business Portfolio	0
MKTG 3355	Market & Research Analysis	2
<b>Total Credits</b>		<b>42</b>

**ASYNC ONLINE Option:**

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