



# *Marketing Major*

*Department of Management & Marketing*

*School of Business Administration  
University of Montana  
Missoula, Montana*

**2016-2017**



School of **Business Administration**

Greetings from the Marketing Faculty!

We are excited you are considering marketing for your major. These next few semesters of your college career could hone your marketing skill set so you can land that dream-job after college. This will involve hard work and dedication on your part. It will entail delivering relevant, engaging and challenging courses on our part.

Together, we will continue a legacy where our marketing graduates provide significant value to the companies and organizations that hire our students, from large, well-known multi-national corporations such as Google, Apple, Kraft and Nike to local start-ups such as Gigeo, to nonprofit organizations and service companies such as Sustainable Business Council, ATG and St. Patrick Hospital. The sky's the limit with a sophisticated marketing skill set, and we look forward to helping you unleash your potential!

## Faculty

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# Mission Statements

The University of Montana's School of Business Administration enhances lives and benefits society by providing a world-class business education in a supportive, collegial environment.

The mission of the Management and Marketing Department is to provide a professional educational environment that fosters excellence in management, marketing, and international business. The Management and Marketing Department's goals are to: 1) enable our graduating students to pursue meaningful careers and to make positive contributions to society, 2) enable our faculty and graduating students to serve as resources for other stakeholders, including businesses and other professional organizations, both domestic and international, and 3) maintain and develop faculty excellence in teaching, research, and service."

## What is Marketing?

"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."<sup>1</sup>

Marketing's fundamental goal is to satisfy customers' needs. It is a broad field involved in every aspect of the product lifecycle. Accordingly, an impressive set of skills is cultivated by marketing majors. As a marketing major, you will understand consumer behavior, product development and market research, the psychology behind purchasing decisions, and effective methods of getting products and services to customers.

## Characteristics of Marketing Majors

- Effective communicators
- Strategic thinkers
- Problem solvers
- Motivated
- Innovative
- Creative
- Energetic
- Team-oriented

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<sup>1</sup> "Definition of Marketing," <http://www.marketingpower.com/aboutama/pages/definitionofmarketing.aspx>, accessed on September 16, 2010.

# Opportunities in Marketing

Opportunities for marketing majors are as varied as the field itself. Every organization—for-profit and non-profit alike—cares about creating customer value, and marketing is an integral part of this process. Marketing departments are increasingly able to quantify their value within businesses with the use of analytics and market research. The explosion of information technology has changed how firms use data to understand and manage customer demand. The use of customer databases, loyalty cards and online shopping activity have created a wealth of consumer information, and offer advantages to both organizations and the managers who can evaluate and assess consumer preferences and consumption patterns.

Analyzing the needs and wants of potential customers, in order to create and deliver goods and services profitably is the cornerstone of a marketing education; as such, marketing students will always be in demand. People who are motivated, enthusiastic and able to adjust to the changing marketplace are prime candidates for top positions and rewarding careers in marketing.

## Common Job Titles in Marketing

- Advertising Manager
- Media Buyer
- Advertising Account Executive
- Brand Manager
- Product Manager
- Promotions Manager
- Social Media Marketer
- Online Advertising Manager
- Marketing Analytics Manager
- Market Analyst
- Market Research Manager
- Public Relations Director
- Communications Manager
- Sales Manager
- Channel Manager
- Web Analytics Professional
- Director of Marketing Acquisition

## Salary Information<sup>2</sup>

The average starting salary for Marketing graduates in 2013 is \$51,900. Keep in mind; salaries vary by industry and location. A few examples of the range of salaries in several fields are listed below.

Web Analytics Professionals	\$69,500 - \$91,750
Advertising Management Professionals	\$35,000 - \$70,224
Social Media Marketing	\$30,653 - \$72,720
Marketing Management Professionals	\$39,541 - \$96,582
Public Relations Professionals	\$39,484 - \$95,844

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<https://www.payscale.com>

<http://work.chron.com/salary-analyst-8231.html>

# **Bachelor of Science in Business Administration Requirements**

## **Lower Core: (Freshman/Sophomore)**

WRIT 101:	College Writing I
COMX 111A:	Introduction to Public Speaking
M 115:	Probability and Linear Math (Finance majors take M 162)
CSCI 172:	Introduction to Computer Modeling
STAT 216:	Introduction to Statistics
BGEN 220E:	Business Ethics and Social Responsibility
BMIS 270:	Management Information Systems
ECNS 201S:	Principles of Microeconomics
ECNS 202S:	Principles of Macroeconomics
ACTG 201:	Principles of Financial Accounting
ACTG 202:	Principles of Managerial Accounting

## **Upper Core: (Junior)**

BFIN 322:	Business Finance
BMGT 340S:	Management and Organizational Behavior
BMGT 322:	Operations Management
BMKT 325*:	Marketing Principles
BGEN 361:	Business Law

\*Prerequisite to all other MKTG courses

## **Business Capstone (Senior)**

BGEN 499:	Strategic Management
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## **Requirements for an Upper-division Business Major (See major requirements on the following pages)**

### **Other Requirements:**

- Finish each lower-core course with a C- or better before applying for admission to an upper-division business major.
- Apply for admission to Accounting, Finance, Management, Management Information Systems, Marketing or International Business in combination with a second business major, in the SoBA Advising and Admissions Office early in the semester in which you will complete all lower-core courses with a C or better in each.
- Complete all upper core courses and general education courses with a C- or better (Finance majors must earn a C or better in BFIN 322.)
- Earn at least 120 credits to graduate (of the 120 credits, 39 credits must be upper-division).
- Earn at least 51 credits in Business.
- Earn 60 credits outside of SoBA (Economics courses may count in OR out of SoBA). Health and Human Performance skills classes, like yoga, tennis, skiing, etc., do not count toward the 60 credits.
- Satisfy all of UM's General Education requirements.
- Pass the business school Major Field Exam in your senior year.

- Earn a minimum 2.0 GPA in all business classes combined, in the classes used to fulfill your marketing major, and overall at UM.

## **Marketing Major Requirements:**

*(BMKT 325 is a prerequisite to all 300- and 400-level marketing classes)*

### **Required:**

BMKT 337: Consumer Behavior  
BMKT 342: Marketing Research  
BMKT 343: Integrated Marketing Communications  
BGEN 360: International Business  
BMKT 420: Integrated Online Marketing

### **Plus Three of the Following Electives (at least one elective has to be BMKT 440, 460 or 491)**

BMKT 411: Service and Relationship Marketing  
BMKT 412: Nonprofit Marketing  
BMKT 413: Sport Marketing  
BMKT 440: Marketing Analytics  
BMKT 450: Marketing Connections (summers only)  
BMKT 460: Marketing of High Tech Products  
BMKT 491: Special Topics  
BMKT 494: Seminar in Marketing  
BMKT 498: Marketing Internship  
BMGT 401: Event Management  
BMGT 402: Entertainment Management I  
BMGT 403: Entertainment Management II  
BMGT 410: Sustainable Business Practices  
BMKT 491: Special Topics  
BMGT 493: International Experience in Business  
COMX 351: Principles of Public Relations  
COMX 352: Public Relations Portfolio  
MAR 101L: Intro to Media Arts  
MART 102: Digital Technology in Arts  
MART 111A: Integrated Digital Art  
MART 341: Intro to Web Design  
BMIS 478: Electronic Commerce

# Digital Marketing Certificate Program

## Certificate Requirements

This certificate program teaches students skills in online and social media marketing and e-commerce, bridging the fields of marketing and MIS.

**Requirement #1:** Students must complete all requirements for at least one of the School of Business Administration's majors: Accounting, Finance, Management, Marketing, or Management Information Systems.

**Requirement #2:** meet with the DMC advisor (Clay Looney or Emily Plant)

**Requirement #3:**

### Students must complete the following required courses:

BMIS 372 Information Infrastructures	BMKT 342 Marketing Research
BMIS 373 Business Systems Analysis & Design	BMKT 343 Integrated Marketing Communications
BMIS 478 E-commerce	BMKT 460 MKTG of High Tech Products
BMKT 420 Integrated Online Marketing (and/or other BMKT 4xx elective as approved by advisor – i.e. Marketing Analytics)	

**Requirement #4:**

### Students must complete one of the following courses:

BMIS 365 (Bus. Application Development)	MART 101L (Intro to Media Arts)
BMIS 370 (Managing Information & Data)	MART 102 (Digital Technology in the Arts)
BMIS 479 (Intro to Consulting)	MART 111A (Integrated Digital Art)
FORS 250 (Intro to GIS for Forest Mgmt)	MART 341 (Intro to Web Design)
GRHY 284 (Intro to GIS and Cartography)	

**Requirement #5:** complete the DMC application

**Requirement #6:** receive an average GPA for all the above courses combined of 3.0.

## Selecting Electives

Use your electives as an opportunity to supplement and enrich your business education. Do you like to be creative? Classes in media arts are a great fit for a career in advertising.

Are you a number cruncher? Classes in statistics or quantitative analysis add depth to market research. Interested in international marketing? Fluency in a foreign language is a major advantage in multi-national corporations.

Strong writing skills are important in every career. Take advantage of the many fantastic writing classes offered by The University of Montana. If you are unsure of your career goals, meet with a SOBA marketing faculty member for career advice.

## Developing Your Exit Strategy: Career Planning

Don't leave your post-graduation planning until the last minute! It is never too early to start thinking about your career after college. Luckily, The University of Montana and the School of Business Administration offer many resources to help you develop a winning exit strategy.

## **Internships**

Employers look for experience and professionalism, even from recent graduates. A great way to develop both is through an internship. Internships not only give you valuable work experience and elective credits, but also a start in building your professional network, and the opportunity to see your education in action. The UM internship office and SoBA's internship director can help you find an exciting and fulfilling work experience that will give you a competitive advantage in the job market.

### **UM Internship Office:**

Dr. Cheryl Minnick, 406.243.4614, [cheryl.minnick@umontana.edu](mailto:cheryl.minnick@umontana.edu)  
Kevin Hood (international), (406) 243-2813, [kevin.hood@umontana.edu](mailto:kevin.hood@umontana.edu)

### **SOBA Internship Director:**

Kathleen Tarkalson, 406.243.6771, [kathleen.tarkalson@business.umt.edu](mailto:kathleen.tarkalson@business.umt.edu)

## **SOBA Career Development Program**

The SOBA Career Development Program offers an extensive array of programs and events to get students on the path to earning their dream jobs. Each semester the Career Development Program puts on networking events, job fairs, employer panels, and events hosted by experts on all topics of employment. Make sure to regularly check the website, as there are new additions all the time:

<http://www.business.umt.edu/students/CareerDevelopment.aspx>

Estella Anderson, 406.243.6621, [estella.anderson@business.umt.edu](mailto:estella.anderson@business.umt.edu)

## **The UM Writing Center**

Develop job-winning writing skills with help from the UM Writing Center.  
<http://www.umt.edu/writingcenter>, LA 144, 406.243.2266