

**Marketing** plays an important role in society and affects everyday life. It offers outstanding career opportunities in such areas as professional selling, marketing research, advertising, retail buying, distribution management, product management and development and wholesaling/logistics.

Marketing career opportunities also exist in a variety of non-business organizations, including hospitals, museums, universities, government and social service agencies.

### **What is Marketing?**

Marketing includes all activities concerned with identifying and satisfying the needs and desires of individual and organizational buyers. It is a prime organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing relationships that benefit the organization and its stakeholders. To learn more about marketing, go to the American Marketing Association website which is [www.marketingpower.com](http://www.marketingpower.com)

### **Business Core Courses**

#### Lower Division

ECON 2010: Macroeconomics

ECON 2020: Microeconomics

ECON 2040: Statistical Methods I

ECON 2050: Statistical Methods II

ACCT 2010: Accounting I

ACCT 2020: Accounting II

#### Upper Division

BISE 3150: Business Communications

BLAW 3000: Legal Environment of Business

FINA 3300: Business Finance

MGMT 3010: Management and Org Behavior

MGMT 3020: Operations Management

BISI 3230: Management Information System

MKTG 3010: Basic Marketing

MGMT 4500: Business Strategy and Policy

### **How Our Program Is Unique**

Our diverse faculty has unique industry experience. We draw our experience from the telecommunications, manufacturing, marketing consulting, software engineering, advertising, international marketing and marketing research industries. We also invite guest speakers from various industries to speak in classes and organize educational field trips for our students to such facilities as the Dell manufacturing plant and the Bridgestone tire factory and other facilities in the greater Nashville area.

### **Why study Marketing?**

Marketing affects the allocation of goods and services that influence the nation's economy and standard of living. An understanding of marketing is crucial to most businesses because it is the functional area covering everything from product development to recycling.

Career opportunities in marketing are diverse, profitable, and expected to increase significantly during the coming decade.



### **Job Duties and Availability**

The U. S. Bureau of Labor Statistics estimates that employment in marketing field will grow between 21 and 35 percent through 2012. Many of these increases will be in the areas of sales, public relations, retailing, advertising account management, media sales, direct marketing, Internet marketing, sports marketing, sales promotion, event planning, marketing research and product management.

Marketing careers are also available in logistics and distribution, banking, healthcare, hospitality, and professional services.

***Marketing majors are among the highest paid undergraduate business degree holders.***

Typically salaries range from the mid-30ks to the lower 40ks. With a few years experience and an MBA graduates can earn from 60k up.

Starting in a marketing job is also one of the best routes to the top of any organization. More CEOs come from sales and marketing backgrounds than from any other field.



**Marketing Concentration**

- MKTG 3200 - Sales Management
- MKTG 3300 –Applied Marketing research
- MKTG 4050 – Consumer behavior
- MKTG 4200 – Marketing Channels
- MKTG 4250 - Retail Marketing
- MKTG 4350 – International Marketing
- MKTG 4550- Marketing Strategy
- MKTG Elective
- MKTG Elective
- Business Elective



**NOTES:**

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**You can contact our department:**

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**History**

Tennessee State University was established in 1912 in Nashville, Tennessee. The University is a comprehensive urban state institution, consisting of seven Colleges and Schools, with an enrollment of over 9,000 students

The College of Business is one the largest academic units on campus, with a student body of 1400 undergraduates and more than 100 graduate students.

**Our Faculty**

All College of Business faculty members hold Ph.D.'s from such well known institutions as Case Western Reserve University, Northwestern University, Michigan State University, the University of Arkansas, the University of Texas at Austin, and Clemson University.

**Tennessee State University**



**MARKETING**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

<http://www.tnstate.edu/busadmin>

Bachelor of Business Administration (BBA) degree with a concentration in Marketing is offered in the Department of Business Administration at the College of Business of the Tennessee State University (TSU).

The College of Business is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB-International). Among undergraduate business schools in the U.S. today, only about 25% are AACSB accredited.

