



**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 exist also 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 Web site: [www.marketingpower.com](http://www.marketingpower.com)

### **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 available also 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 of experience. MBA graduates can earn from 60K up.

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

## Business Core Courses

### Lower Division

MGMT 1010: Intro to Bus. & Economics  
ECON 2010: Principles of Economics I  
ECON 2020: Principles of Economics II  
ACCT 2010: Principles of Accounting I  
ACCT 2020: Principles of Accounting II  
ECON 2040: Statistical Analysis I  
BISI 2150: Microcomputer Applications

### Upper Division

BISE 3150: Business Communications  
BISI 3230: Business Information Systems  
BLAW 3000: Legal Environment of  
Business  
FINA 3300: Business Finance  
ECON 3050: Quantitative Methods  
MGMT 3010: Management and  
Organizational Behavior  
MGMT 3020: Operations Management  
MKTG 3010: Basic Marketing  
MGMT 4500: Business Strategy and  
Policy

## Marketing Concentration

MKTG 3300: Applied Marketing Research  
MKTG 4050: Consumer Behavior  
MKTG 4250: Retailing Management  
MKTG 4350: International Marketing  
MKTG 4550: Marketing Strategy  
MKTG Electives (Four)  
Business Elective (One)

The College of Business faculty members at TSU all are doctoral qualified, holding Ph.D.'s from well-known institutions such as Case Western Reserve University, Northwestern University, Michigan State University, the University of Arkansas, the University of Texas, and Clemson University.

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### For more information, please visit:

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

Tennessee State University was established in 1912 in Nashville, Tennessee. The University is a comprehensive urban state institution consisting of eight Colleges and Schools.

The College of Business is among the largest academic units on campus, with approximately 1000 undergraduate and graduate students.



# Marketing



## DEPARTMENT OF BUSINESS ADMINISTRATION

[www.tnstate.edu/busadmin](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).

