

Marketing (BA)

The BA in Marketing program does more than prepare students for entry-level content, analysis, and strategic positions in the marketing industry; it takes a holistic approach providing a forward-looking curriculum that focuses on advancement. This is a program designed to carry them through mid- and upper-level marketing management careers. This program blends business and marketing to establish a top-tier educational base, capped by three possible concentrations designed for today's workplace, as well as tomorrow's. Informed by faculty and subject matter experts from major brands, boutique agencies, creative non-profits, and innovative start-ups, the Mary Baldwin Marketing BA is an extremely comprehensive experience designed to kickstart the journey into a successful and fulfilling marketing career.

Clayton Smith, Program Director

Department: [Business](#)

Type: Major

Core Courses

Item #	Title	Credits
BUAD 104	SUSTAINABILITY & BUSINESS	3
BUAD 210	ACCOUNTING PRINCIPLES I	3
BUAD 230	MARKETING PRINCIPLES	3
BUAD 234	INTRO TO BUSINESS STATISTICS	3
BUAD 400	STRATEGY/SUSTAIN IN BUSINESS (O)	3
COMM 115	MASS COMMUNICATION (S)	3
MKTC 262	MARKETING ETHICS	3
MKTC 351	MARKETING RESEARCH & ANALYSIS	3
PRST 315	DIGITAL STRATEGY AND PLANNING	3
BUAD 324	CULTURAL INTELLIGENCE FOR MARKETING	3
BUAD 375	BUILDING SUSTAINABLE BRANDS	3
BUAD 362	BUYER BEHAVIOR	3
	COMM 300 or MKTC 300	3
MKTC 400	SENIOR SEMINAR (M)	3

Concentration Areas

All students must choose a concentration area.

Marketing Management

The Marketing Management concentration is designed to give students deeper insight into organizational marketing strategy and to equip them to manage teams from Day One. Potential job titles for Marketing Management graduates include Social Media Manager, Marketing Coordinator, Brand Manager, and Account Manager.

Item #	Title	Credits
BUAD 200	MANAGEMENT PRINCIPLES (W)	3
BUAD 211	ACCOUNTING PRINCIPLES II	3
BUAD 330	MARKETING MANAGEMENT	3
MKTC 370	BECOMING A CERTIFIED MARKETER	3

Integrated Marketing

The Integrated Marketing concentration prepares students for holistic, 360° marketing careers that emphasize multichannel strategies and trans-media marketing solutions. Potential job titles for Integrated Marketing graduates include Content Creator, Brand Strategist, Copywriter, and Public Relations Specialist.

Item #	Title	Credits
COMM 260	PUBLIC RELATIONS	3
ART 117	SOFTWARE IN THE VISUAL ARTS (A)	3
MKTC 261	CREATE AND OPTIMIZE AD CAMPAIGNS	3
COMM 240	ADVERTISING	3

Consumer Insights

The Consumer Insights concentration offers students an enhanced education in marketing data analysis, preparing them for high-demand positions in the increasingly data-driven world of marketing. Potential job titles for Consumer Insights graduates include Digital Marketing Analyst, Market Research Specialist, Marketing Analytics Manager, and Marketing Strategist.

Item #	Title	Credits
BUAD 364	PRODUCT/SERVICE INNOVATION & DESIGN	3
BUAD 338	AUDIENCE INSIGHTS & ANALYSIS	3
PRST 313	WEBSITE AND SOCIAL ANALYTICS	3
MKTC 352	MEASUREMENT AND REPORTING	3
Total credits:		54