



MARKETING

Based on 2020-21 Undergraduate Catalog

MARKETING AS AN UNDERGRADUATE MAJOR

Marketing is a management process that includes all activities involved in bringing a product or service successfully to customers. Most people mistakenly identify marketing with selling and promotion. Peter Drucker, one of the leading management gurus, said “The aim of marketing is to make selling superfluous. The aim is to know and understand the customer so well that the product or service fits them and sells itself.” These marketing activities can include marketing research, product development, pricing, marketing logistics, marketing channel management, wholesale and retail, and promotion, including advertising, sales promotion, and personal selling. Two other major areas of marketing are industrial marketing, which focuses on developing and selling products to companies, and international marketing which focuses on marketing in other countries.

MAJOR REQUIREMENTS FOR A BACHELOR OF SCIENCE IN MARKETING

To fulfill the requirements for the major in marketing, students must be admitted to major standing, complete the core program, and complete a minimum of 24 credits, as specified below, with a grade of C or better in each major course.

REQUIRED IN THE PRE-CORE

SBC 1990 ACHIEVE I
SBC 2990 ACHIEVE II

REQUIRED IN THE CORE

MKT 3020 Marketing

REQUIRED MAJOR COURSES

(12 Credits)

MKT 4040 Consumer Behavior
MKT 4050 Marketing Research
MKT 4530 Strategic Marketing Management
MKT 3990 ACHIEVE III Marketing

ELECTIVES - CHOOSE THREE

(3 Credits each)

MKT 4060 Integrated Marketing Communications
MKT 4210 Distribution Channels, Management & Retailing
MKT 4220 Marketing Logistics & Supply Chain Management
MKT 4300 Personal Selling
MKT 4500 International Marketing
MKT 4550 Product Management
MKT 4600 Entrepreneurial Marketing
MKT 4700 Business to Business Marketing
MKT 4900 Seminar in Marketing

SKILLS AND ABILITIES

- Insight into consumer behavior and motivation
- Analysis (using facts and figures)
- Listening (seeing the customer’s point of view)
- Problem solving/creativity
- Interpersonal (interacting and motivating people)
- Generalizing from cases to theory
- Logical thinking
- Communication (written and verbal)

SCHOOL OF BUSINESS ADMINISTRATION

CAREER OPPORTUNITIES

The major in marketing develops the specific skills, modes of analysis and background to work in the marketing area of a profit-making business or not-for-profit enterprise. It is designed primarily for students who intend to pursue careers in fields such as marketing, sales, research, product development and management, advertising, communication, retail buying and distribution management.

Career Choices

- Advertising Executive
- Buyer
- Distribution Manager
- International Marketer
- Marketing Field Coordinator
- Merchandising Manager
- Brand Manager
- Direct Sales Manager
- Fundraiser
- Market Representative
- Marketing Planner

Organizations that commonly employ marketing majors

- Bosch Automotive
- Gongos Research
- Mars Advertising Co.
- Quicken Loans
- Team Detroit
- Flagstar Bank
- Kelly Services
- Morpace
- SPAR Group Inc
- United Shore

JOB OPENINGS

Access thousands of job and internship postings at Handshake (oakland.edu/careerservices/handshake). Handshake also provides the latest news from OU Career Services, exclusively for OU students and alumni.

Additional information on careers and resources

- The Bureau of Labor Statistics at bls.gov/OCO
- O*Net at onetonline.org
- Careers in Marketing at careers-in-marketing.com
- AMA Job Board at marketingpower.com/careers/pages/jobboard.aspx
- Detroit Advertising Agencies at detroitadagencies.com
- Bilingual Career Resources at saludos.com
- The Ad Council at adcouncil.org
- Advertising Age at adage.com

MARKETING ORGANIZATIONS AT OU

AMA @ OU (American Marketing Association)
DECA (An Association of Marketing, Management and Entrepreneurship)
For more information visit: oakland.edu/business/orgs.

CAREER OUTLOOK

Starting Salary | \$32,480 – \$60,000
Mid-career Salary | \$57,150 – \$134,290
National Growth | 5 – 15% by 2026
Data from the National Bureau of Labor and Statistics

FOR FURTHER INFORMATION

To help choose your area of interest, plan your future career goals and monitor your progress, you can visit the Oakland Business School Undergraduate Advising and Career Services Offices.

School of Business Administration Undergraduate Advising

Elliott Hall, Room 232
275 Varner Drive
(248) 370-3285
oakland.edu/business/advising

School of Business Administration Career Services

Elliott Hall, Room 232
275 Varner Drive
(248) 370-3215
oakland.edu/business

Career Services

Main Office
North Foundation Hall, Room 154
318 Meadow Brook Road
(248) 370-3250
oakland.edu/careerservices

DEPARTMENT OF MANAGEMENT AND MARKETING

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