MARKETING

All programs offered by the Foster College of Business, Bradley University, are accredited by the AACSB International: The Association to Advance Collegiate Schools of Business.

Faculty: Professors Iyer (chair), Dato-On, Muncy, O'Brien; Assistant Professor Nezami; Instructors Eskridge, Rottier

Marketing is the backbone of the free enterprise system where individual firms compete to satisfy the demands for goods and services of consumers, businesses, and government. Marketing managers discover the needs and desires of its customers and adapt market offerings to fulfill customer needs, wants, and desires. This process requires planning, research and analysis in areas such as product, pricing, promotion, and distribution.

The Curriculum in General

The Department of Marketing offers a flexible professional program with a major in Marketing that also allows the pursuit of a specific curriculum path designed to prepare the individual for entry into a marketing career area. This thorough background in general marketing techniques and the opportunity to pursue a marketing specialization are further enhanced by provision of a variety of opportunities to receive practical business and marketing experience. Through courses such as MTG 304 Professional Selling, MTG 341 Marketing Research I, MTG 381 Integrated Marketing Communications, and MTG 490 Managerial Marketing as well as a required College course, M L 452 Strategic Management in Organizations, the student can gain valuable experience in marketing research, advertising, marketing strategy, and sales. This form of learning can give more meaning to the academic work and help to develop a greater appreciation for the value of marketing. Marketing majors may choose from concentrations in Global Supply Chain Management and Social Media Marketing. Non-marketing majors may earn minors in Marketing, or Social Media Marketing.

Minors In Marketing

Fifteen hours of course work are required for the minors.

Transfer policies for minors are the same as those for Foster College of Business majors. Grades of "D" in business courses will not be accepted as transfer hours in the Foster College of Business, but may be counted by the university. Prior approval of transfer credit must be secured from the chair of the Department of Marketing. A minimum cumulative GPA of 2.00 must be earned in all courses taken at Bradley and in the minor.

Marketing minors whose major is also from the Foster College of must have at least 12 hours in courses that are unique from those used to fulfill their major requirement.

The marketing minors are not open to marketing majors. A student may not be awarded more than one of the three minors offered by the Department of Marketing.

- International Business (BA or BS)
- Marketing (BA or BS)
- Marketing (Minor)
- Marketing - Global Supply Chain Management Concentration (BA or BS)
- Marketing - Social Media Marketing Concentration (BA or BS)
- Social Media Marketing (Minor)