

Department of Management and Marketing
Office of the Chair:
Office Assistant: Judy Clark (clark@oakland.edu)

443 Elliot Hall
248-370-3299
248-370-3279

MARKETING AS AN UNDERGRADUATE MAJOR

Marketing is a management process that includes **all** of the activities involved in bringing a product or service to its successful delivery to customers. Most people mistakenly identify marketing with selling and promotion. Pete Drucker, one of the leading management gurus, put it this way: "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." The marketing activities involved in bringing products to market include marketing research, product development, pricing, marketing logistics, marketing channel management, wholesaling and retailing, 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.

Skills and Abilities

Insight into consumer behavior and motivations
Analytical skills (using facts and figures)
Listening skills (seeing the customer's point of view)
Problem solving/creativity (managing people and solving customer's problems)
Interpersonal skills (interacting with and motivating people)
Generalizing from cases to theory
Logical thinking
Communication skills (verbal and written)

Marketing Faculty

Faculty members in the Department of Marketing have expertise in the following areas:

Mukesh Bhargava Advertising, Marketing Strategy, Marketing in Non-profit Organizations

John W. Henke, Jr. Industrial Marketing, Sales Management

John Kim Marketing Research

Ravi Parameswaran Industrial Marketing, Marketing Research

R. Mohan Pisharodi Distribution, Marketing Strategy, International Marketing

Major Requirements for the B.S. in Marketing

In addition to university general education, ethnic diversity and composition, and the business precore and core program, the requirements for a marketing major are:

MKT 302 (core course)	Marketing
MKT 353	Marketing Management
MKT 404	Consumer Behavior
MKT 405	Marketing Research
<i>Two marketing electives, (8 credits) chosen from:</i>	
MKT 406	Promotional Strategy
MKT 420	Distribution Channels Management
MKT 430	Sales Management
MKT 450	International Management
MKT 470	Business to Business Marketing
MKT 480	Seminar in Marketing

Career Possibilities

Advertising	Physical Distribution Management
Credit Management	Purchasing
Customer/Consumer Relations	Product/Brand Management
Customer/Consumer Analysis	Product Planning
Direct Marketing	Public Relations
Distribution Channels Management	Retailing/Wholesaling
Financial Marketing	Sales and Sales Management
Industrial Marketing	Sales Promotion
International Marketing	Services Marketing
Marketing Research	Sports Marketing

For Future Information

Choosing areas of emphasis within your major and fitting your major into your life and career goals are issues you can discuss with faculty members in your major area. Planning your schedule and monitoring your progress in your business program are tasks with which academic advisers are prepared to assist you. Plan to consult with marketing faculty members and your advisers regularly.

Office of Undergraduate Advising	Career Services
332 Elliot Hall	275 Vandenberg Hall
248-370-3285	248-370-3250

Also consult:

Occupational Outlook Handbook
OU KRESGE LIBRARY HD 8051 .A62 REF/RESERVE
Michigan Occupational Information System (MOIS)
OU KRESGE LIBRARY MICROFICHE HF 5381 .M61 REFERENCE