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:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>MKT 302</td>
<td>Marketing</td>
</tr>
<tr>
<td>MKT 353</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>MKT 404</td>
<td>Consumer Behavior</td>
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<tr>
<td>MKT 405</td>
<td>Marketing Research</td>
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<td></td>
<td><strong>Two marketing electives, (8 credits)</strong> chosen from:</td>
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<tr>
<td>MKT 406</td>
<td>Promotional Strategy</td>
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<tr>
<td>MKT 420</td>
<td>Distribution Channels Management</td>
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<td>MKT 430</td>
<td>Sales Management</td>
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<td>MKT 450</td>
<td>International Management</td>
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<tr>
<td>MKT 470</td>
<td>Business to Business Marketing</td>
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<tr>
<td>MKT 480</td>
<td>Seminar in Marketing</td>
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</tbody>
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**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  
332 Elliot Hall  
248-370-3285

Career Services  
275 Vandenberg Hall  
248-370-3250

Also consult:

*Occupational Outlook Handbook*

*Michigan Occupational Information System (MOIS)*

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