



MARKETING

People who work in marketing have two interrelated jobs—to sell to clients what they are looking to buy, and to educate clients as to what is available for sale. The real art of marketing comes in the various ways that marketers meet these two goals. The study of marketing considers all phases of product/service delivery, from the conception of new ideas to packaging, pricing, promotion, and distribution. To be successful, one engaged in this endeavor needs to be proficient in market research techniques, along with an understanding of logistics, supply chain management, public relations and critical thinking in discerning general market trends and the changing needs of the end user of one's products and services.

EVENING & ONLINE

REQUIRED COURSEWORK

(51-66 SEMESTER HOURS)

ACC 210 - Financial Accounting Principles

BUS 301 - Management Information Systems

BUS 330 - Management Principles

BUS 410 - Business Law I

BUS 491 - Business Policy and Strategy (WI)

COM 111 - Fundamentals of Public Speaking

COM 130 - Introduction to Mass Media

ECN 230 - Principles of Microeconomics

MAT 220 - Probability and Statistics

MKT 350 - Marketing Principles

MKT 375 - Marketing Research

MKT 388 - Integrated Marketing Communications

MKT 485 - Marketing Management

And the completion of at least one of the following emphasis.

See attachment for detailed information.

- Communication
- Cooperative Education
- Digital Marketing
- Finance
- Management
- Retail Management
- Sales Management
- Student Designed

Marketing (B.A.)

Students with a Lakeland degree in marketing enter this dynamic field with a solid foundation in economic theory, business management, market research and consumer behavior, as well as a deeper knowledge of an emphasis area related to the marketing field (digital marketing, graphic design, sales, or retail management). Experiential learning is incorporated within the curriculum to accomplish this objective.

Students who have successfully completed a B.A. in Marketing from Lakeland University should be able to:

- Explain the major concepts in the functional areas of accounting, economics, marketing, management, leadership, and management information systems.
- Construct and present effective oral and written forms of professional communication.
- Identify the key legal and ethical issues related to contemporary business conduct.
- Demonstrate responsible and effective workplace behavior skills and traits in a professional business environment.
- Describe the role of marketing in the application of business practices.

Notes: See page 2 for notes.



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Education designed for the working adult.

OPTIONAL EMPHASES TO SUPPLEMENT THIS MAJOR:

- Business Economics[^]
- Forensic/Fraud
- Healthcare Management
- Hospitality Management[^]
- Human Resource Management
- Insurance
- International Business
- Nonprofit Management
- Sport Management

NOTES

A student completing a major in Marketing is not eligible to earn a minor in Business Administration or Cooperative Education. * A student is not eligible to complete Cooperative Education emphasis requirements of other majors.

Students pursuing two or more Business and Entrepreneurship majors requiring completion of an emphasis must select a separate emphasis area for each major, mindful of any emphasis restrictions.

[^]Degree restrictions apply.

INTERDISCIPLINARY STUDIES

RHETORICAL SKILLS

GEN 110 - Composition I: Academic Writing
GEN 112 - Composition II: Argumentation and Research

QUANTITATIVE SKILLS

MAT 130 - Intermediate Algebra
or
MAT 150 - Statistics for Everyday Life

THE CRITICAL THINKING CORE SEQUENCE

GEN 130 - General Studies Core I: Foundations of Critical Thinking (*Exempt with at least 30 transfer credits*)
GEN 3XX - General Studies Core II: Exploring the Human Condition (*Exempt with at least 75 transfer credits*)
GEN 4XX - General Studies Core III: Shaping the Future

DISTRIBUTIONAL STUDIES

Select a minimum of 3 semester hours from 7 of the 8 following categories:

Art, Music and Theatre (ART, GDN, MUS, THE)

History and Political Science (HIS, POL)

Literature and Writing (ENG, WRT)
Excludes ENG 230, WRT 211 and WRT 212

Mathematics (MAT)
Excludes MAT 130 and MAT 150

Natural Sciences (BIO, CHM, PHY and GEN 183)

Philosophy and Religion (PHI, REL)

Social Sciences (ANT, CRJ, DVS, ECN, SOC, PSY)

World Languages (CHI, GER, JPS, SPA or other)

Upon completion of the requirements for the Bachelor of Arts degree through the Lakeland University evening, weekend and online program, degree-earning students will have:

- earned at least 120 semester hours of college credit, with a minimum of 30 semester hours having been completed through Lakeland University;
- satisfied the requirements of at least one academic major;
- completed the General Studies requirements; and
- maintained a cumulative 2.0 grade point average in both the major and in all coursework taken through Lakeland University.

The Lakeland University evening, weekend and online program's liberal arts component enables students to develop the necessary skills and knowledge to communicate clearly, inquire methodically, evaluate rationally and reason validly. These skills are developed through courses in:

- Distributional Studies, which develop knowledge in areas outside the major; and
- Interdisciplinary Studies, which encourage the integration of knowledge and values.

COOPERATIVE EDUCATION

(23-27 semester hours) *Only available to Marketing majors

- **EXP 100 - Professional Protocol** (1 semester hour)
- **EXP 300 - Experiential Learning Seminar** (1 semester hour)
Is completed two times, for a total of 2 semester hours.
Co-requisite with either MKT/EXP 390 or MKT/EXP 391
- **MKT 390 or EXP 390 – Cooperative Education Experience (1-12 semester hours)**
Is completed two times, for a total of 20-24 semester hours. One experience must be in MKT 390
- **MKT 391 or EXP 391 – Cooperative Education Experience**
Is completed at least once over a summer session for this emphasis



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