BACHELOR OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MARKETING

The Bachelor of Business Administration (B.B.A.) with a concentration in Marketing provides undergraduate students with the analytical and conceptual foundations for strategic marketing processes. These processes include market research, segmentation, targeting, positioning, integrated marketing communications, and relationship building. Students develop competencies and skills in identifying customer needs and wants; making decisions about which markets organizations should serve; designing product, service, and program offerings for these markets; planning and implementing strategies to communicate with and sell to these markets; and creating value through profitable relationships with customers as well as channel partners, suppliers, and other stakeholders.

REQUIREMENTS

In addition to the requirements for the Bachelor of Business Administration (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/#requirementstext) the concentration in Marketing requires five field courses and one international field course:

Field

- MKTG 3142 Consumer Behavior
- MKTG 3143 Marketing Research
- Three of the following:
  - MKTG 4148 Advertising
  - MKTG 4149 Advanced Advertising Campaigns *
  - MKTG 4159 Marketing Strategy
  - MKTG 4150 Salesmanship and Sales Management
  - MKTG 4152 Retailing Management
- MKTG 4900 Special Topics **

International field

One of the following:

- IBUS 3001 Introduction to International Business
- IBUS 3101 Global Financial Environment
- IBUS 3201 International Marketing Management

* Students with a specific interest in advertising may apply to take MKTG 4149. If accepted, they must also register for MKTG 4151W – Marketing Communications Planning. MKTG 4151W cannot be used to fulfill a field course, but can be used to fulfill an elective requirement, if needed. Students who wish to take MKTG 4149 must complete MKTG 4148 as one of their field courses before spring of their senior year.

**MKTG 4900 may be taken multiple times as a field course providing the topics differ.

Students should consult with the advisor for specific Bachelor of Business Administration general education courses (http://bulletin.gwu.edu/business/undergraduate-programs/business-administration/#requirementstext) that apply to this concentration.

Required Field Courses:

- MKTG 3142 Consumer Behavior
- MKTG 3143 Marketing Research

Additional Field Courses

Choose three from the following:

- MKTG 4148 Advertising
- MKTG 4149 Advanced Advertising Campaigns (*)
- MKTG 4159 Marketing Strategy
- MKTG 4150 Salesmanship and Sales Management
- MKTG 4152 Retailing Management
- MKTG 4900 Special Topics (Multiple MKTG 4900 courses may be taken as field courses as long as they are different topics; options vary by semester. Examples include: Digital Marketing or Integrated Marketing Communication)

International Field Course

Choose one from the following:

- IBUS 3001 Introduction to International Business
- IBUS 3101 Global Financial Environment
- IBUS 3201 International Marketing Management

Special Notes for the Marketing Concentration:

- * MKTG 4149: Students with a specific interest in advertising may apply to take MKTG 4149. If accepted, students must also register for MKTG 4151W – Marketing Communications Planning. MKTG 4151W cannot be used to fulfill a Field Course, but can be used to fulfill an elective requirement, if needed. Students who wish to take MKTG
4149 must complete MKTG 4148 as one of their Field Course Choices before Spring of their Senior Year.

- **BADM 3001 Career Management Strategy** should ideally be completed by the end of sophomore year and marketing-specific sections are available; please register for a section that aligns with your career goals.