

Marketing

Department Information

- **Department Web Site:**
www.ndsu.edu/business/ (<http://www.ndsu.edu/business/>)
- **Credential Offered:**
B.S.
- **Official Program Curriculum:**
catalog.ndsu.edu/undergraduate/program-curriculum/marketing/ (<http://catalog.ndsu.edu/undergraduate/program-curriculum/marketing/>)

Marketing is a primary function of organizations to ensure the needs of customers and external constituents are met. The marketing curriculum is carefully designed to ensure students have understanding of how to successfully manage products, price, place and promotion, and have analytical and interpersonal skills. A success measure of our marketing program is the successful placement of our graduates in business, industry, and non-profit organizations, in tandem with their enhanced abilities to manage marketing mix, analyze markets, work as a team, and make sound decisions.

Background Information

The Association to Advance Collegiate Schools of Business (AACSB International) accredits the undergraduate and graduate programs in the College of Business at North Dakota State University. Our College of Business is one of only two AACSB-accredited schools of business in North Dakota.

AACSB International is one of higher education's most prestigious and rigorous accrediting bodies, emphasizing a commitment to continuous improvement, innovation, engagement, and impact in business education. Less than 10 percent of business programs worldwide have this accreditation, highlighting the academic excellence of our College of Business at NDSU.

The Program

The Marketing major is a four-year program available in a traditional face-to-face format or fully online. It comprises a curricular blend of general education, pre-major course work, fundamental business knowledge (accounting, finance, management, marketing, and information systems), international exposure, and in-depth marketing-specific courses. Students in the Marketing major can also choose the Supply Chain Management track and/or pursue the Certificate in Professional Selling to advance their field-specific skills and knowledge. The program nurtures important business skills and marketing competencies including managing marketing mix (price, product, promotion, and place), analytical ability, interpersonal skills, and teamwork. Marketing students are thus prepared to perform the marketing function and activities in business enterprises and non-profit organizations.

Selective Admission

Students who wish to study marketing at NDSU enroll as pre-marketing students in the College of Business for the first semester of their freshman year. Admission to the major requires the successful completion of the pre-major course requirements (ENGL 120, COMM 110, MATH 144, ECON 201 or 202, and PSYC 111 or SOC 110) and a minimum cumulative grade point average (GPA) of 2.50. Transfer students may also be eligible for immediate admission in the major. Contact a College of Business professional advisor for more information.

The Faculty

To provide a rigorous and relevant educational experience to our students, faculty in our program are highly qualified in their respective areas of expertise. Our faculty have been recognized for their teaching excellence by their students and colleagues and for their outstanding research by their peers. They employ a wide variety of instructional techniques and embed both classical and cutting-edge knowledge into their classes. They remain current in their fields by actively engaging in research and/or with firms and business professionals regarding their marketing practice, business challenges and issues.

The Practicum/Internship

Marketing majors are encouraged to complete practicum experiences, ideally at the end of sophomore and junior years. The practicum is designed to enable our students to connect marketing concepts learned in the classroom with live business situations and to broaden their horizons beyond the classroom setting. The practicum also gives students a competitive edge in job placement.

Career Opportunities

Graduates with a marketing major have career opportunities in business, industry, government service, and the non-profit sector, both regionally and globally. Employment opportunities for marketing majors are significant as the marketing function exists in every type of business and organization, whether for-profit or not-for-profit. Major job categories include sales, retailing, product/service management, advertising and promotion, and market research.

The College

In addition to the marketing major, the College of Business offers undergraduate majors in accounting, business administration, finance, global business (second major only), management, management information systems, and supply chain management, as well as several minors and certificates. Full details about undergraduate minors and certificates can be found at <https://www.ndsu.edu/business/programs/undergraduate/>. The College of Business also offers six graduate programs including Master of Business Administration, MBA in Agribusiness, Master of Accountancy, Master of Science in Business Analytics, Master of Supply Chain Management, and a Doctorate in Transportation and Logistics, as well as several graduate certificate programs. Full details about graduate certificate programs can be found at https://www.ndsu.edu/business/programs/graduate/graduate_certificates/.

High School Preparation

It is recommended that high school students interested in studying marketing at the university level take mathematics courses at least through pre-calculus. High school electives in the social sciences, communication, and English also would be beneficial. Students who have satisfactorily completed Advanced Placement courses in Calculus, Economics, English, Communication, and Psychology or Sociology may directly apply for admission to the major. Please speak with a professional advisor in the College of Business for more information.