

MARKETING MAJOR (B.S.B.)

Concentration in Marketing

A concentration in marketing prepares students for marketing jobs in product development, brand management, services marketing, advertising, international marketing, retailing, sales and marketing research. Because of the increased emphasis on marketing strategy throughout American business, the marketing field offers excellent employment and advancement opportunities. There has been a continuous increase in the demand for marketing professionals, and the average starting salaries of marketing graduates are higher than those in many other fields. Because of the knowledge of products, services and consumers gained in these jobs, marketing positions provide an excellent basis to reach the highest levels in the organization. A marketing education also provides entrepreneurial skills that enable students to start and operate their own companies or enter an existing family business.

The marketing curriculum consists of required core and elective courses. The core courses provide students with insights into consumer behavior and marketing research and the skills required to analyze, plan, implement and control marketing programs. The elective courses provide the opportunity to learn how to manage products and services and develop pricing, distribution and promotional strategies, both in the United States and international markets.

Note: A concentration in marketing is not offered in the evening.

The Stillman School Marketing Honor Society

The objective of this group is the pursuit of excellence in undergraduate marketing studies at Seton Hall University and the productive involvement of the best marketing students in the life and activities of the Stillman School of Business. This society is open to marketing majors who have completed a substantial portion of their marketing courses, demonstrated excellence by obtaining high overall and marketing GPAs, and have been active members of the Marketing Club. Students who fulfill these criteria, according to standards set annually by the marketing faculty, are invited to join the society each Spring.

Marketing Concentration Requirements

In total, marketing majors must complete between 15 and 21 credits in marketing (in addition to BMKT 2601 Principles of Marketing, which is part of the Business Core), with a minimum GPA of 2.5 in all marketing courses.

Specific course requirements are as follows:

Code	Title	Hours
Select two of the following:		6
BMKT 3611	Marketing Research	
BMKT 3615	Consumer Behavior	
BMKT 4631	Advertising Management	
BMKT 4639	Digital Marketing	
BMKT electives *		9
Total Hours		15

* At least 6 credits must be BMKT 4000-level courses.