

MARKETING

Department of Marketing
Dr. Donald Vest, Department Chair
Wright-Young Hall, Room 313
Telephone: (404) 880-8465
dvest@cau.edu

Marketing Area

The mission of the Marketing program is to prepare students who can create, communicate and deliver exchange offerings that have value to customers, clients and the larger society. The vision of the Marketing program is to develop marketing professionals who are at the forefront of providing valuable, creative and innovative solutions to global marketing challenges.

Marketing Concentration

The Marketing Concentration curriculum is designed to provide students with sound concepts and relevant marketplace realities useful to organizations working to promote exchanges that satisfy customers while helping to attain organizational goals. Students will have the ability to build strong preparation for rewarding marketing positions and the capacity for advancement in marketing organizations. The marketing courses focus on the vital link between the customer and the whole firm, guiding the practices in selection of goods and services produced; the establishment and maintenance of effective and efficient means of distribution; the pricing process; and the promotional system, including advertising and sales.

Student Learning Outcomes

Business Administration graduates with a Marketing Concentration will be able to:

1. Define markets and apply marketing concepts and principles using a customer focus to sell products and services.

Degree Requirements

Code	Title	Hours
Required Courses		
CBUS 336	Consumer Behavior	3
CBUS 422	International Marketing	3
CBUS 445	Marketing Research	3
CBUS 450	Marketing Management	3
Electives		
Select two of the following:		6
CBUS 411	Retailing	
CBUS 421	Intro. to Professional Sales	
CBUS 431	Principles of Advertising	
Total Hours		18

Business Administration, B.A., All Concentrations

Course	Title	Hours
First Year		
First Semester		
CENG 105	College Composition I (Area D1)	3
CGED 100	First Year Seminar	1
CMAT 109	College Algebra for Bus & Econ (Area C1)	3
CBIO 101	Biological Science (or other course - Area C3)	3
CFLS 201 or CSTA 101	Intermediate Spanish (Area D3) or Fundamentals of Speech	3
Any Social Science course in Area B		3
Hours		16
Second Semester		
CENG 106	College Composition II (Area D2)	3
CGED 101	1st-Year Seminar	1
CMAT 110	Calculus for Bus & Econ (Area C2)	3
CBUS 250	Personal Finance (Area E1)	3
CPSY 211	General Psychology (or other course - Area B1)	3
CBUS 120	Intro to Business Administrati	3
Hours		16
Second Year		
First Semester		
CPHI 105	Critical Thinking (Area A3)	3
CECO 251	Principles of Macroeconomics	3
CHIS 201	United States,Africa & World (Area A2)	3
CBUS 207	Principles of Accounting I	3
CHUM 228	or other course - Area A1	3
CBUS 295	Leadership & Prof Dev I	1
Hours		16
Second Semester		
CBUS 335	Principles of Marketing	3
CECO 252	Principles of Microeconomics	3
CBUS 206	Management Info Systems	3
CBUS 208	Principles of Accounting II	3
CBUS 340	Principles of Management	3
Hours		15
Third Year		
First Semester		
CBUS XXX	Business Elective	3
CBUS 313	Statistics I	3
CBUS 325	Business Communication	3
CBUS 341	Business Finance	3
CBUS 330	Legal,Social,Ethical Aspect I	3
Hours		15
Second Semester		
CBUS XXX	Course in Concentration	3
CBUS XXX	Course in Concentration	3
CBUS XXX	Concentration Elective (See list of concentration elective courses)	3

CBUS 395	Leadership & Prof Dev II	1
2nd Concentration/Minor/Credential/Other		3
2nd Concentration/Minor/Credential/Other		3
Hours		16
Fourth Year		
First Semester		
CBUS XXX	Course in Concentration	3
CBUS 460	Production/Operations Mgmt	3
CBUS 495	Leadership & Prof Dev III	1
CBUS XXX	Concentration Elective (See list of concentration elective courses)	3
2nd Concentration/Minor/Credential/Other		3
2nd Concentration/Minor/Credential/Other		3
Hours		16
Second Semester		
CBUS 485	Business Policy	3
CBUS XXX	Course in Concentration	3
Free Elective		3
Free Elective		3
Hours		12
Total Hours		122

Note: A minimum grade of "C" is required in all Business Core Courses, courses taken in the Concentration, CMAT 109 College Algebra for Bus & Econ, CMAT 110 Calculus for Bus & Econ, CENG 105 College Composition I, and CENG 106 College Composition II.