



The University of Southern Mississippi Gulf Coast  
College of Business

## Marketing Major Information

730 East Beach Boulevard

Long Beach, MS 39560

Tel: 228.865.4505

Fax: 228.865.4588

[www.usm.edu/gulfcoast/business](http://www.usm.edu/gulfcoast/business)



For more information about the Marketing Major, contact:

**Dr. Beth LaFleur**  
Professor of Marketing  
228.865.4505  
[beth.lafleur@usm.edu](mailto:beth.lafleur@usm.edu)

**Ms. Linda Jordan**  
Assistant to the Dean  
228.214.3230  
[linda.jordan@usm.edu](mailto:linda.jordan@usm.edu)

## **CAREERS IN MARKETING**

([http://www.usm.edu/business/departments/management\\_marketing.php](http://www.usm.edu/business/departments/management_marketing.php))

Tremendous career options await graduates of our program. Whether you are interested in entrepreneurship, healthcare marketing, retailing, human resource management or merchandising, Southern Miss will prepare you for success in your chosen career field.

The strength of our graduates is known and recognized externally by organizations, regionally and nationally, which routinely recruit our students. Our outstanding faculty members are committed to teaching, scholarship and professional service in their efforts to provide the very best educational foundation for Southern Miss students.

### Goals

The goals of the marketing program are:

1. to prepare students for entry-level positions in marketing.
2. to provide the background necessary to advance to higher-level marketing management positions.
3. to develop executive skills that are critical for success in all business occupations.

The Marketing major is designed to provide a broad-based business education and a strong knowledge of the basic marketing principles. The Marketing curriculum develops the executive skills that are critical to success in all business occupations. These skills include the ability to think creatively, to solve problems, to communicate effectively (both orally and in writing) and to understand and work with people.

### Career Overview

Upon graduation, marketing majors compete successfully for jobs with the very best national companies. By careful academic advisement and by maintaining contact with company recruiters, the faculty members are actively involved in helping students prepare for enriching employment.

Through the advisement process and proper course selection, students are prepared for careers in marketing management, sales management, retail management, advertising, public relations and purchasing. For those students interested in the healthcare sales program, a selected group of courses is recommended.

Marketing majors obtain employment as sales representatives, purchasing managers, advertising specialists, retail store owners, buyers, logistics managers, marketing researchers, product/brand managers and public relations managers. Career opportunities are numerous, since more than half of all American workers are employed in marketing-related fields!

## **MARKETING JOBS AND NECESSARY SKILLS**

Courtesy of Philip Kotler and Gary Armstrong, *Principles of Marketing, 12<sup>th</sup> edition*, Pearson/Prentice Hall, 2008.

**Advertising** is one of the hottest fields in marketing, rated by *Money* magazine as among the 50 best jobs in America.

Jobs: Copywriters, Art Directors, Production Manager, Account Development, Account Executives, Account Planners, Media Planners

Skills: Strong people skills to deal with difficult and demanding client base; planning, problem-solving, creativity, communication, initiative, leadership, and presentation.

Other: Strongly sought after field, most require an MBA

**Brand and Product Management** plan, direct, and control business and marketing efforts for products. These positions require involvement with research and development, packaging, manufacturing, sales and distribution, advertising, promotion, market research, and business analysis and forecasting.

Jobs: Brand managers, product managers, market analysts, project directors, research directors

Skills: High problem-solving, analytical presentations

**Sales and Sales Management** opportunities exist in a wide range of profit and non-profit organizations and in product and service organizations, including financial, insurance, consulting, and government organizations.

Jobs: Consumer sales, industrial sales, national account managers, service support, sales trainers, sales management, teleseller (for field salespeople, not telemarketers)

Skills: Self managing; sales and communication skills; high problem-solving, analytical, presentation, leadership ability as well as creativity and initiative, and teamwork skills.

### **Other Marketing Jobs**

**Retailing** involves careers as a store manager, buyer, or purchaser and requires enthusiasm, willingness, and communication skills to be successful.

**Marketing Researchers** help define problems and identify information needed to resolve them. Individuals in this field must understand statistics, consumer behavior, psychology, and sociology. A graduate degree is helpful.

**Public Relations** anticipate problems with various groups to handle complaints, media, and build the corporate image. Individuals should be able to speak and write clearly and persuasively. Background in journalism, communication, or liberal arts is helpful.

**Not-for-Profit Services** includes the jobs of marketing director, director of development, event coordinator, publication specialist, and intern/volunteers. The desire to help others is essential for those interested in this industry.

## **COURSES IN MARKETING (MKT)**

(Enrollment in Marketing courses requires at least junior standing.)

**300. Principles of Marketing.** 3 hrs. A study of the marketing function in organizations.

**322. Creative Marketing.** 3 hrs. Prerequisite: MKT 300. This course cannot be taken in student's final semester of work in the program (last 15 hours of work). An introductory course in problem-solving techniques which emphasizes creative problem-solving methodology, information processing strategies, and interpersonal behavior in task-oriented groups applied to marketing.

**330. Professional Selling.** 3 hrs. Prerequisite: MKT 300. An analysis of the ethics, functions, and techniques of professional selling using a behavioral and managerial approach.

**355. Integrated Marketing Communications.** 3 hrs. Prerequisite: MKT 300. An introduction to marketing communications through integration of the basic principles from advertising, sales promotion, and public relations.

**365. Consumer Behavior.** 3 hrs. Prerequisite: MKT 300. This course cannot be taken in student's final semester of work in the program (last 15 hours of work). Analysis of human behavior in the market place. Emphasis is placed on applying concepts from the social sciences to understanding consumer decision processes, buying patterns, and consumer research.

**370. Supply Chain Management.** 3 hrs. Prerequisite: MKT 300. Integrative analysis of business processes from original suppliers through end users.

**380. Business-to-Business Marketing.** 3 hrs. Prerequisite: MKT 300. An analysis of developing, implementing, and assessing organizational marketing strategies in commercial, industrial, institutional, and governmental organizations.

**392. Supervised Field Experience in Marketing.** 1-3 hrs. Prerequisites: MKT 300 with a grade no lower than "C" and consent of Chair. Supervised field-based internship in Marketing.

**400. Marketing Issues in Electronic Commerce.** 3 hrs. Prerequisite: MKT 300. An introduction to marketing in computer-mediated environments including Internet marketing and World Wide Web-based firms. Course Descriptions 463  
Course Descriptions

**424. Marketing Research.** 3 hrs. Prerequisites: MKT 300 and BA 301. A study of the systems, methods, and procedures used in meeting the informational needs of managers in the marketing area for both quantitative and qualitative marketing data.

**428. Marketing Management.** 3 hrs. Prerequisite: MKT 322, 365, (330 or 355 or 370), ( 380 or 444 or 495). A comprehensive course designed to synthesize the more specialized marketing knowledge of the student through the study of case histories.

**430. Sales Management.** 3 hrs. Prerequisites: MKT 300. A study of the methods and procedures involved in selection, training, organization, compensation, supervision, and evaluation of the sales force, using the modified case method of instruction.

**444. Retail Management and Strategy.** 3 hrs. Prerequisite: MKT 300. An examination of specific problem areas in retail innovations, spatial competition, and retail mix development.

**458. Direct Marketing Management.** 3 hrs. Prerequisite: MKT 300. Integrative coverage of database management, creative strategies and execution, direct marketing media, relationship management, list management, and research.

**471. Marketing in the Pharmaceutical Industry.** 3 hrs. Prerequisite: MKT 300. Focuses on the health care market, competition, and the role of marketing in the pharmaceutical industry.

**473. Regulatory and Ethical Issues in the Pharmaceutical Industry.** 3 hrs. Prerequisite: MKT 300. Regulatory and ethical environment of the pharmaceutical industry, including FDA approval, managed care and pricing issues.

**492. Special Problems in Marketing.** 1-6 hrs. Prerequisite: Consent of chair. Individual study on an approved topic in marketing. (Students undertaking a Senior Honors Project will enroll in MKT H492.)

**495. International Marketing.** 3 hrs. Prerequisites: MKT 300. The economic, political, and cultural aspects of international business operations.

**498. International Marketing Seminar Abroad.** 3 hrs. Prerequisite: Consent of program director. Conducted in London, England: a series of lectures and discussions involving authorities on international marketing issues and practices.

**499. International Marketing Research Abroad.** 3 hrs. Prerequisite: Consent of program director. A research course in international marketing offered for students enrolled in MKT 498.

**MARKETING: MARKETING EMPHASIS**  
**Degree Plan**  
**(MRKTBSBA)**

<p><b>01. WRITTEN AND ORAL COMMUNICATION (18 hrs)</b>  01 ENG 101  02 ENG 102*  03 SR Capstone Experience (MGT 400)*  MGT 400 is in the BA Core  04 Select 2: BTE 200 or BTE 361 or ENG 301 or SCM 320 or a single foreign language  05 BTE 380*</p> <p><b>02. GLOBAL HISTORY AND CULTURE (15 hrs)</b>  01 ENG 203  02 HIS 101  03 HIS 102  04 SOC 101  05 Select 1: ANT 101, ANT 221, ANT 311, GHY 331, GHY 341, HIS 424, PS 350 or a single foreign language not previously used in Section 01-04</p> <p><b>03. AESTHETIC VALUES (3 hrs)</b>  01 SELECT 1 COURSE: ART 130, DAN 130, MUS 365 OR THE 100</p> <p><b>04. BASIC SCIENCE AND MATHEMATICS (14 hrs)</b>  01 MAT 101  02 MAT 102  03 SELECT 2 LAB SCIENCES APPROVED UNDER THE GENERAL EDUCATION CURRICULUM.</p> <p><b>05. DECISION MAKING AND RESPONSIBILITY (6 HRS)</b>  01 PSY 110 or PS 101  02 PHI 300  * Denotes Writing-Intensive Course</p>	<p><b>06. BUSINESS ADMINISTRATION CORE (36 hrs)</b>  01 ACC 200 (Intro Financial Acct)  02 BA 200 (Legal Environ Bus)  03 ECO 201 (Principles Eco I)  04 ECO 202 (Principles Eco II)  05 ACC 300 (Managerial Accounting)  06 BA 301 (Managerial Statistics)  07 ECO 336 (Survey Int Economics)  08 FIN 300 (Principles of Finance)  09 MGT 300 (Management for Orgs)  10 MGT 325 (Operations Management)  11 MIS 300 (Mgt Info Systems)  12 MKT 300 (Principles of Marketing)  13 MGT 400 (Global Mgt Policy &amp; Strategy)*  (Hours for MGT 400 under Written and Oral Communication)</p> <p><b>07. MARKETING EMPHASIS (21 hrs)</b>  01 MKT 322 (Creative Marketing)  02 MKT 365 (Consumer Behavior)  03 MKT 424 (Marketing Research)  04 MKT 428 (Marketing Management)  05 MKT 330 OR MKT 355 OR MKT 370  06 MKT 380 OR MKT 444 OR MKT 495  07 MKT 430 OR MKT 458 OR MKT 400</p> <p><b>08. DIRECTED ELECTIVE (3 HRS)</b>  01 ENG 332 OR ENG 333 OR MAT 312 OR PHI 253</p> <p><b>09. OPTIONAL NON-COB MINOR (Minimum of 18 hrs)</b></p> <p><b>10. ELECTIVES</b>  01 Select any courses necessary to fulfill the minimum number of hours needed to graduate.  <b>NONBUSINESS COURSES RECOMMENDED.</b></p>
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