

Marketing- Bachelor of Science in Business

For information, contact the Department of Marketing, 3057 FSB, 513-529-3270.

The modern global society is placing an increasing emphasis on marketing knowledge and related skills. Global and domestic corporations' manufacturing, distributing, buying, and selling significantly shape the standard of living and global economy. This is true for both products and services as well as for-profit and not-for-profit institutions and supply chains.

To prepare students for a career in marketing or as part of a business decision-making team, this program provides courses that examine: branding, promotion, supply chain management, consumer behavior, marketing research, sales management and personal selling, imagination and creativity, problem solving skills, creating customer value, global marketing, interactive media studies, and sustainable marketing.

Program Requirements

Code	Title	Credit Hours
Required Courses		
MKT 315	Professional Selling	3
MKT 325	Developing Customer Insights	3
MKT 335	Analytical Research and Reasoning for Marketers	3
MKT 345	Building and Managing Strong Brands	3
Select one of the following:		3
MKT/IMS 392	Content Marketing ¹	
MKT/IMS 418	Social Media Marketing and Online Community Management ¹	
MKT/IMS 419	Digital Branding ¹	
Select two of the following:		6
ISA 401	Business Intelligence and Data Visualization	
MKT/IMS 392	Content Marketing ¹	
MKT 395	Strategic Thinking and Decision-Making in Marketing	
MKT 412	Sustainable Marketing Management	
MKT 415	Marketing to Organizations	
MKT/IMS 418	Social Media Marketing and Online Community Management ¹	
MKT/IMS 419	Digital Branding ¹	
MKT 461	Principles of Retailing	
MKT 475	Healthcare Sales	
MKT 490	Emerging Topics in Marketing	
Capstone		
Select one of the following:		4
IMS 440	Emerging Technology Practicum	
MKT 442	Highwire Brand Studio	

MKT 495 Strategy Works

Total Credit Hours

25

¹ Will only count once toward completion of major requirements.