

MARKETING CONCENTRATION

Students earning a concentration in marketing learn research skills necessary for discovering the needs or desires of their firm's target market. These skills enable marketers to develop a thorough understanding of their target market(s), the marketplace—whether local, national, global or virtual, the firm's competitors, and the competitive environment. Working together with other units in the firm, marketers design products and services that provide benefits and/or solve customer problems better or more efficiently than competitors' products. In other words, marketers contribute to the firm's competitive advantages to avoid being easily copied by competitors. Marketers design and implement strategic marketing plans in order to

1. Communicate effectively with the target market so customers understand the benefits offered by the firm relative to competitors;
2. Distribute products and services in ways that maximize customer satisfaction while simultaneously minimizing the firm's costs; and
3. Provide value to the target market so that customers are satisfied with the benefits received for the price paid, especially when compared to value available from competitors.

Students must complete MKT 3310 (<https://catalog.unomaha.edu/search/?P=MKT%203310>) with a C+ or above in order to take additional marketing courses, to complete the marketing concentration, or to complete the secondary concentration in marketing.

BSBA Degree with Marketing Concentration Requirements

Code	Title	Credits
General Education Requirements - 34 Hours Required		
Fundamental Skills		15
Writing – 6 hrs.		
ENGL 1150	ENGLISH COMPOSITION I	
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	
Oral Communication – 3 hrs.		
CMST 1110	PUBLIC SPEAKING FUNDS	
or CMST 2120	ARGUMENTATION AND DEBATE	
Quantitative Literacy – 3 hrs.		
MATH 1120	INTRODUCTION TO MATHEMATICAL AND COMPUTATIONAL THINKING	
or MATH 1130	QUANTITATIVE LITERACY	
or MATH 1140	QUANTITATIVE REASONING FOR HEALTHCARE PROFESSIONALS	
or MATH 1300	COLLEGE ALGEBRA WITH SUPPORT	
Data Literacy – 3 hrs.		
Select one from the following:		
STAT 1100	DATA LITERACY AND VISUALIZATION	
STAT 1530	ELEMENTARY STATISTICS	
Until Fall 2028, students can satisfy this requirement with an approved data literacy course, or any approved natural or social science general education course.		
Breadth of Knowledge		13
Social Science – 3 hrs.		
Humanities – 3 hrs.		
Natural & Physical Science (must complete a lab) – 4 hrs.		
Arts – 3 hrs.		
Individual and Social Responsibility		6

Cultural Knowledge – 3 hrs.

Civic Knowledge and Engagement – 3 hrs.

MAJOR REQUIREMENTS - 69 Hours Required

Must complete all MAJOR REQUIREMENTS with a grade of C (2.0) or higher

**Course will satisfy UNO's General Education requirement

^Course requires pre-requisite(s)

All of the following:

ENGL 1150	ENGLISH COMPOSITION I (**)
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY (**)
CMST 1110	PUBLIC SPEAKING FUNDS (**)

Select 1 of the Following **3**

MATH 1370	APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS (^)
MATH 1930	CALCULUS FOR THE MANAGERIAL, LIFE, AND SOCIAL SCIENCES (^)

All of the Following **45**

ECON 2200	PRINCIPLES OF ECONOMICS (MICRO) (** ^)
ECON 2220	PRINCIPLES OF ECONOMICS (MACRO) (** ^)
BSAD 2130	PRINCIPLES OF BUSINESS STATISTICS (^)
ACCT 2010	PRINCIPLES OF ACCOUNTING I (^)
ACCT 2020	PRINCIPLES OF ACCOUNTING II (^)
MKT 3200	BUSINESS COMMUNICATIONS (^)
MKT 3310	PRINCIPLES OF MARKETING (^)
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS (^)
LAWS 3930	BUSINESS LAW FUNDAMENTALS (^)
FNBK 3250	PRINCIPLES OF FINANCIAL MANAGEMENT (^)
MGMT 3100	MANAGEMENT INFORMATION SYSTEMS (^)
SCMT 3500	MANAGING OPERATIONS IN THE SUPPLY CHAIN (^)
MGMT 4480	CORPORATE AND BUSINESS STRATEGY (^)

*INTERNATIONAL DIMENSION - 3 hrs

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*Students must complete at least six hours of course work beyond the general education Cultural Knowledge requirement with a global perspective. A list of approved International Dimension courses can be found on the student's degree audit.

Select 1 of the Following **3**

CMST 2120	ARGUMENTATION AND DEBATE (**)
CMST 3130	SPEECH COMMUNICATION IN BUSINESS AND THE PROFESSIONS (^)
CMST 3140	CONTEMPORARY PRESENTATIONS (^)
CMST 3150	INTERCOLLEGIATE FORENSICS I (^)
CMST 3160	INTERCOLLEGIATE FORENSICS II (^)
MKT 3100	PROFESSIONAL SELLING (^)

Marketing Concentration Courses

All of the Following **9**

MKT 3100	PROFESSIONAL SELLING (^)
MKT 4300	MARKETING MANAGEMENT (^)
MKT 4340	MARKETING RESEARCH (^)

Select 3 of the Following **9**

MKT 3320	CONSUMER BEHAVIOR (^)
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MKT 3340	OMNI CHANNEL MARKETING (^)
MKT 3350	MARKETING SERVICE PRODUCTS (^)
MKT 3360	DIGITAL MARKETING COMMUNICATIONS (^)
MKT 3370	SOCIAL MEDIA MARKETING (^)
MKT 3380	INTERNATIONAL MARKETING (^)
MKT 3400	MARKETING INNOVATION
MKT 3410	INTRODUCTION TO SUPPLY CHAIN MANAGEMENT (^)
MKT 3600	BUSINESS ETHICS (^)
MKT 3610	BUSINESS TO BUSINESS MARKETING (^)
MKT 4000	SPECIAL TOPICS IN MARKETING (^)
MKT 4200	CONSULTATIVE SELLING PRINCIPLES (^)
MKT 4210	SELLING FINANCIAL SERVICES (^)
MKT 4220	GLOBAL STRATEGIC ACCOUNT MANAGEMENT (^)
MKT 4320	SALES MANAGEMENT (^)
MKT 4360	E-MARKETING (^)
MKT 4370	MARKETING ANALYTICS (^)
MKT 4420	BUSINESS DEMOGRAPHICS (^)
MKT 4500	SPECIAL PROBLEMS IN MARKETING (^)
MKT 4510	MARKETING INTERNSHIP (^)
MKT 4720	INNOVATION VENTURES (^)
MKT 4800	HONORS STUDIES IN MARKETING (^)
MKT 4760	SELLING IN AN ENTREPRENEURIAL CONTEXT (^)

ELECTIVES

Elective hours as required to reach a total of 120 hours

Secondary Concentration in Marketing Requirements

Code	Title	Credits
12 Hours Required		
All of the following - 3 Hours		
MKT 3310	PRINCIPLES OF MARKETING	
Select 1 of the Following - 3 Hours		
MKT 4300	MARKETING MANAGEMENT	
MKT 4340	MARKETING RESEARCH	
Select 2 of the Following - 6 Hours		
MKT 3320	CONSUMER BEHAVIOR	
MKT 3340	OMNI CHANNEL MARKETING	
MKT 3350	MARKETING SERVICE PRODUCTS	
MKT 3360	DIGITAL MARKETING COMMUNICATIONS	
MKT 3370	SOCIAL MEDIA MARKETING	
MKT 3380	INTERNATIONAL MARKETING	
MKT 3400	MARKETING INNOVATION	
MKT 3410	INTRODUCTION TO SUPPLY CHAIN MANAGEMENT	
MKT 3600	BUSINESS ETHICS	
MKT 3610	BUSINESS TO BUSINESS MARKETING	
MKT 4000	SPECIAL TOPICS IN MARKETING	
MKT 4200	CONSULTATIVE SELLING PRINCIPLES	
MKT 4210	SELLING FINANCIAL SERVICES	

MKT 4220	GLOBAL STRATEGIC ACCOUNT MANAGEMENT
MKT 4320	SALES MANAGEMENT
MKT 4360	E-MARKETING
MKT 4370	MARKETING ANALYTICS
MKT 4420	BUSINESS DEMOGRAPHICS
MKT 4510	MARKETING INTERNSHIP
MKT 4720	INNOVATION VENTURES
MKT 4800	HONORS STUDIES IN MARKETING
MKT 4760	SELLING IN AN ENTREPRENEURIAL CONTEXT

Students must meet all prerequisites to enroll in MKT 3310 (<https://catalog.unomaha.edu/search/?P=MKT%203310>). For students who wish to complete a secondary concentration in marketing, at least one of the courses must be MKT 4300 (<https://catalog.unomaha.edu/search/?P=MKT%204300>) or MKT 4340 (<https://catalog.unomaha.edu/search/?P=MKT%204340>). For the remaining six (6) hours of upper-division (3000 or 4000 level) marketing courses, any course approved for the marketing concentration may also be used for the secondary concentration in marketing, with the exception of MKT 4500 (<https://catalog.unomaha.edu/search/?P=MKT%204500>). A grade of C (2.00) or better is required for a course to apply to the secondary concentration.

BSBA Degree with Marketing Concentration Four Year Plan

Freshman

Fall		Credits
ENGL 1150	ENGLISH COMPOSITION I ¹	3
MATH 1300	COLLEGE ALGEBRA WITH SUPPORT ²	4
CMST 1110	PUBLIC SPEAKING FUNDS	3
General Education Course or Elective		3
BSAD 1100	BUSINESS MAVERICKS: COLLEGE AND CAREER FOUNDATIONS (Recommended)	1
Credits		14

Spring

ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	3
MATH 1370	APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS	3
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	3
General Education Course or Elective		3
General Education Course or Elective		3
Credits		15

Sophomore

Fall		
MKT 3200	BUSINESS COMMUNICATIONS	3
ACCT 2010	PRINCIPLES OF ACCOUNTING I	3
ECON 2220	PRINCIPLES OF ECONOMICS (MACRO)	3
General Education Course or Elective		4
General Education Course or Elective		3
Credits		16

Spring

ACCT 2020	PRINCIPLES OF ACCOUNTING II	3
BSAD 2130	PRINCIPLES OF BUSINESS STATISTICS	3
MKT 3310	PRINCIPLES OF MARKETING ³	3
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS	3

General Education Course or Elective		3
Credits		15
Junior		
Fall		
LAWS 3930	BUSINESS LAW FUNDAMENTALS	3
FNBK 3250	PRINCIPLES OF FINANCIAL MANAGEMENT	3
MKT 3100	PROFESSIONAL SELLING	3
General Education Course or Elective		3
Elective		3
Credits		15
Spring		
MGMT 3100	MANAGEMENT INFORMATION SYSTEMS	3
MKT Elective ⁴		3
MKT Elective ⁴		3
Elective		3
International Dimension		3
Credits		15
Senior		
Fall		
SCMT 3500	MANAGING OPERATIONS IN THE SUPPLY CHAIN	3
MKT 4340	MARKETING RESEARCH	3
MKT Elective ⁴		3
International Dimension		3
Elective		3
Credits		15
Spring		
MGMT 4480	CORPORATE AND BUSINESS STRATEGY	3
MKT 4300	MARKETING MANAGEMENT	3
Elective		3
Elective		3
Elective		3
Credits		15
Total Credits		120

¹ Requires English Composition Placement

² This course may or may not be required depending on Math Placement.

³ Students with a Marketing concentration must earn a grade of "C+" or better in MKT 3310.

⁴ See DegreeWorks or Stellic for approved elective options.

This roadmap is a suggested plan of study and does not replace meeting with an advisor. Please note that students may need to adjust the actual sequence of courses based on course availability. Please consult an advisor in your major program for further guidance.

This plan is not a contract and curriculum is subject to change

Additional Information About this Plan:

University Degree Requirements: The minimum number of hours for a UNO undergraduate degree is 120 credit hours. Please review the requirements for your specific program to determine all requirements for the program. In order to graduate on-time (four years for an undergraduate degree), you need to take 30 hours each year.

Placement Exams: For Math, English, Foreign Language, a placement exam may be required. More information on these exams can be found

at <https://www.unomaha.edu/enrollment-management/testing-center/placement-exams/information.php>

****Transfer credit or placement exam scores may change suggested plan of study**

GPA Requirements:

Courses within the College of Business require students to obtain a minimum NU GPA of 2.5 or better.

Graduation Requirements:

- Students must earn a minimum of 120 credit hours for a BSBA.
- 42 of those credit hours must be in upper division courses.
- For a BSBA business core, BSBA concentration, or business elective course to fulfill BSBA requirements, it must be taken on a letter-grade basis and the student must earn a grade of "C" (2.0) or higher.
- CBA students must earn a minimum NU GPA of 2.50 and a minimum Business GPA of 2.50. If students are earning an accounting concentration or secondary concentration, a minimum upper division accounting GPA of 2.50 is additionally required.