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 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.

### Marketing Concentration

**Marketing Concentration Required Courses**

- MKT 3100: PROFESSIONAL SELLING
- MKT 4300: MARKETING MANAGEMENT
- MKT 4340: MARKETING RESEARCH

**Marketing Concentration Elective Courses**

Select 9 credit hours in marketing electives (see below)

- MKT 3320: CONSUMER BEHAVIOR
- MKT 3340: CHANNELS OF DISTRIBUTION
- MKT 3350: MARKETING SERVICE PRODUCTS
- MKT 3360: DIGITAL MARKETING COMMUNICATIONS
- MKT 3370: SOCIAL MEDIA MARKETING
- MKT 3380: INTERNATIONAL MARKETING
- MKT 3410: INTRODUCTION TO SUPPLY CHAIN MANAGEMENT
- MKT 3600: BUSINESS ETHICS
- MKT 3610: BUSINESS TO BUSINESS MARKETING
- MKT 4000: SPECIAL TOPICS IN MARKETING 2
- 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

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### Secondary Concentration in Marketing

A secondary concentration in marketing, as a supplement to another BSBA concentration, may be obtained by completing the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>MKT 3310</td>
<td>PRINCIPLES OF MARKETING 1</td>
<td>3</td>
</tr>
<tr>
<td>Plus (9) hours of upper-division (3000-4000 level) courses in marketing</td>
<td>9</td>
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</tbody>
</table>

**Total Credits**: 12

1. MKT 3310 with a grade of C- or above.
2. MKT 4000 can be taken multiple times and may include any department chair approved topic.

Students must meet all prerequisites to enroll in MKT 3310. For students who wish to complete a secondary concentration in marketing, at least one of the courses must be MKT 4300 or MKT 4340. 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. A grade of C (2.00) or better is required for a course to apply to the secondary concentration.

### BSBA Degree with Marketing Concentration

**Freshman**

<table>
<thead>
<tr>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ENGL 1150: ENGLISH COMPOSITION I 1</td>
<td>3</td>
</tr>
<tr>
<td>MATH 1370: APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS 2</td>
<td>3</td>
</tr>
<tr>
<td>CMST 1110: PUBLIC SPEAKING FUNDS</td>
<td>3</td>
</tr>
<tr>
<td>Humanities and Fine Arts with Global Diversity</td>
<td>3</td>
</tr>
<tr>
<td>Social Science</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Credits**: 15

**Sophomore**

<table>
<thead>
<tr>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MKT 3200: BUSINESS COMMUNICATIONS</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 2010: PRINCIPLES OF ACCOUNTING I</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2200: PRINCIPLES OF ECONOMICS (MACRO)</td>
<td>3</td>
</tr>
<tr>
<td>Humanities and Fine Arts with US Diversity</td>
<td>3</td>
</tr>
<tr>
<td>Humanities and Fine Arts</td>
<td>3</td>
</tr>
<tr>
<td>Natural/Physical Science</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Credits**: 16

**Junior**

<table>
<thead>
<tr>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2020: PRINCIPLES OF ACCOUNTING II</td>
<td>3</td>
</tr>
<tr>
<td>BSAD 2130: PRINCIPLES OF BUSINESS STATISTICS</td>
<td>3</td>
</tr>
<tr>
<td>MKT 3310: PRINCIPLES OF MARKETING 3</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3490: MANAGING PEOPLE AND ORGANIZATIONS</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Credits**: 17

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1. MKT 3310 with a grade of C- or above.
2. MKT 4000 can be taken multiple times and may include any department chair approved topic.
Marketing Concentration

Elective 3

**Credits 15**

**Junior**

**Fall**

FNBK 3250 PRINCIPLES OF FINANCIAL MANAGEMENT 3

LAWS 3930 BUSINESS LAW FUNDAMENTALS 3

MKT 3100 PROFESSIONAL SELLING 3

International Dimension 3

Elective 3

**Credits 15**

**Spring**

MGMT 3100 MANAGEMENT INFORMATION SYSTEMS 3

MKT Elective 4 3

MKT Elective 4 3

Elective 3

Elective 3

**Credits 15**

**Senior**

**Fall**

MKT 4340 MARKETING RESEARCH 3

MKT Elective 4 3

SCMT 3500 MANAGING OPERATIONS IN THE SUPPLY CHAIN 3

Elective 3

Elective 3

**Credits 15**

**Spring**

MKT 4300 MARKETING MANAGEMENT 3

MGMT 4480 CORPORATE AND BUSINESS STRATEGY 3

Elective 3

Elective 3

2 Credit Elective 2

**Credits 14**

**Total Credits 120**

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1 Requires placement from UNO’s English Placement and Proficiency Exam.

2 Requires placement from ACT/SAT scores, UNO’s Math Placement Exam, or an approved prerequisite course within the last two years. Students might be required to take a lower level math course before MATH 1370 depending on their placement scores.

3 Students who are concentrating in Marketing must receive a grade of “C +” or better in MKT 3310

4 For this requirement students must choose from an approved list of Marketing Elective classes. (See DegreeWorks for approved 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.

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**General Education courses** (Humanities, Social Science & Natural Science) must be from at least two different disciplines [https://www.unomaha.edu/general-education/overview/index.php](https://www.unomaha.edu/general-education/overview/index.php).

**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](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. Students must earn a C (2.00) or above in all fundamental academic skills, pre-business, upper division business core, and business concentration courses. 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.