



# FORT HAYS STATE UNIVERSITY

*Forward thinking. World ready.*

## **Bachelor of Business Administration with a Major in Marketing** Department of Applied Business Studies

### **Why Marketing is Important**

The heart of business success lies in its marketing. Marketing is a process by which a product or service is introduced and promoted to potential customers through branding and product development, the Internet, social media, advertising, public relations, sales, pricing, and distribution. Without marketing, a business may offer the best products or services in an industry, but none of its potential customers would know about it.

### **Career Opportunities**

Marketing takes many forms, from traditional methods like radio, television and billboard advertising to digital marketing strategies that incorporate search engine optimization (SEO) and social media.

The field of marketing includes many different career opportunities such as social media marketing, digital marketing, advertising, distribution, marketing research, marketing communication, retailing, brand management, product management, professional selling, and sales management. We give you the foundational knowledge and training needed to succeed in any of these marketing specializations.

Business Development and Sales is a common career path with many opportunities in almost any industry. Possible careers in sales include sales agent, business development manager, sales manager, and retail store manager. Digital Marketing is a newer, but extremely critical, element in modern day marketing. Possible careers in Digital Marketing include social media manager, content developer, blogger, and search engine marketing specialist.

### **Students Are Our First Priority**

Faculty members at FHSU genuinely care about your success and your future, and they will work with you and for you to make sure that you accomplish your goals. The small class sizes allow for you to receive individual attention, regardless of your classification. Outside of the classroom, faculty members provide one-on-one advising for classes, graduation, and life after your time at FHSU.

### **Alumni**

Overall, 95% of FHSU graduates are placed in a job or enrolled in advanced study. FHSU marketing alumni can be found around the world, working in a variety of exciting and innovative industries.

### **Get Involved**

Students can get involved in marketing internships or student organizations like Collegiate DECA. Engagement in activities both on- and off-campus will help you develop skills and a professional network necessary for a successful career in marketing.

	<b>Credit Hrs.</b>
<b>University General Education</b>	55
<i>Must include these courses:</i>	
ECON 201: Principles of Economics: Micro	
ECON 202: Principles of Economics: Macro	
MATH 250: Elements of Statistics	
MATH 331: Calculus Methods <b>OR</b>	
MATH 234: Analytic Geometry & Calculus I	
<b>College of Business Core</b>	27
<b>Marketing Core</b>	18
<b>Marketing Electives</b>	12
<b>Suggested Free Electives</b>	8
<b>Total Credit Hours Required</b>	<b>120</b>

### **For More Information:**

Fort Hays State University Department of Applied Business Studies  
600 Park Street • McCartney 113 • Hays, KS • 67601  
[www.fhsu.edu/appliedbusiness](http://www.fhsu.edu/appliedbusiness) • 785-628-4772 • abs@fhsu.edu

# Bachelor of Business Administration with a Major in Marketing

## Required Courses

College of Business Core (27 Hrs.)		
Course	Course Name	Hrs.
ACCT 203	Principles of Accounting I	3
ACCT 204	Principles of Accounting II	3
BCOM 301	Strategic Business Communication	3
FIN 305	Managerial Finance	3
GBUS 204	Business Law I	3
MGT 301	Management Principles	3
MGT 602	Production & Operations Management	3
MGT 650	Business Policy	3
MKT 301	Marketing Principles	3

  

Marketing Core (18 Hrs.)		
Course	Course Name	Hrs.
MKT 302	Strategic Selling	3
MKT 601	Consumer Behavior	3
MKT 604	Marketing Research	3
MKT 606	International Marketing	3
MKT 610	Social Media Marketing	3
MKT 650	Marketing Strategy	3

  

General Education Requirements*		
Course	Course Name	Hrs.
ECON 201	Principles of Econ: Micro	3
ECON 202	Principles of Econ: Macro	3
MATH 250	Elements of Statistics	3
MATH 331	Calculus Methods	3
<b>OR</b>		
MATH 234	Analytic Geometry & Calculus I	5

*\*These courses are required as part of the 55 General Education credit hours.*

## Elective Courses

Marketing Electives (12 Hrs.)		
Course	Course Name	Hrs.
MKT 400	Marketing Internship	1-3
MKT 402	Sales Management	3
MKT 403	Retail Management	3
MKT 602	Integrated Marketing Communications	3
MKT 607	Business-to-Business Marketing	3
MKT 609	Digital Marketing	3
MKT 611	Social Media Marketing Content & Analytics	3
MKT 673	Sales & Service Technology	3
MKT 673	Marketing Analytics	3
MKT 673	Sport Marketing Strategy	3

  

Suggested Free Electives (8 Hrs.)		
Course	Course Name	Hrs.
MGT 101	Intro. to Business	3
BCOM 210	Intro. to Professional Development	3
BCOM 400	Global Business Communication	3
COMM 348	Intro. to Public Relations & Advertising	3
COMM 414	Business & Professional Speaking	3
COMM 601	Persuasion	3
ENTR 301	Intro. to Entrepreneurship	3
ENTR 350	Opportunity Development & Creativity	3
ENTR 401	Opportunity Evaluation	3
ENTR 605	New Venture Creation	3
LDRS 300	Intro. to Leadership Concepts	3
LDRS 302	Intro. to Leadership Behavior	3
LDRS 310	Field Work in Leadership Studies	3
MGT 475	Business, Society, & Ethics	3
MGT 606	International Business	3
THM 621	Tourism & Hospitality Marketing	3



Business Education. Marketing.  
Tourism and Hospitality.

- University General Education – 55 Hrs.
- College of Business Core – 27 Hrs.
- Marketing Core – 18 Hrs.
- Marketing Electives – 12 Hrs.
- Free Electives – 8 Hrs. (including a 1-hour Freshman Seminar course)

**Total Credit Hours Required – 120**