

Bachelor of Science in MARKETING

Where Creativity Meets Strategy.

The Marketing major provides an understanding of the important concepts of marketing. This major will prepare the student to practice marketing in a changing, competitive, global environment. It focuses on understanding customer needs, developing products or services, creating and implementing marketing plans, monitoring customer responses and projecting marketing activities for the future. A marketing major offers a comprehensive understanding of the marketing role, including advertising and promotion, consumer behavior, retailing, Internet marketing, services marketing, market research and strategy. The learning process is enhanced with projects, case studies and simulations.



PERSONAL

Our faculty has real-world professional experience to ensure you are challenged and supported through mentoring and the connections we provide.



PRACTICAL

Develop lifelong skills through your educational opportunities that are broadly useful, fully transferable and applicable to any challenge or career.



PURPOSE-DRIVEN

Use your degree as a stepping stone to pursue accredited certifications offered by leading organizations or post-graduate study programs.

CAREER AREAS:

- Advertising
- Public Relations
- Market Research
- Sales
- Website/Social Media

PAY TRENDS:

The average annual pay* for the Bachelor of Marketing jobs category was:

Nationwide

\$65,190

North Carolina

\$66,531

*ZipRecruiter 2023



“I chose Wesleyan because the first day stepping on campus, I felt like I was being welcomed into their home.”

Brayden Dixon, '23
BS in Marketing, BS in Business Administration

NORTH CAROLINA
WESLEYAN
UNIVERSITY

ncwu.edu

BS IN MARKETING CURRICULUM PLAN



Scan to View Major Requirements

Minor in Marketing available.

General Graduation Guidelines:

- Total of 120 semester hours, 33 of which must be numbered 300 or 400 (Other programs may require coursework beyond 120 semester hours)
- At least 9 semester hours of courses designated as writing intensive
- A declared major
- A cumulative GPA average of C (2.00) and at least a C average in the graduation major

LEARNING OUTCOMES:

- Survey of the primary functions of management including planning organizing, leading and controlling
- Study of organizational behavior of individuals and the collective behavior of humans in organizations; emphasis on development of managerial skills, interpersonal communication, behavioral dimensions of decision making, motivation, leadership and organizational development
- Introduction to microeconomics and current economic issues
- Develop critical writing used in business, science, technology and government
- Introduction to marketing as a vital business activity in the American economy
- Advertising principles; advertising campaigns; budgets; agencies; media; sales promotion
- Knowledge of psychological, sociological, economic and other dimensions of consumers and their environments
- Learn about the field of retailing including retail stores, merchandising, operations, store location and layout, internal organization, buying, personnel management, inventory control and sales promotion

ADMISSIONS CRITERIA:

Applying to NC Wesleyan is as easy as **1-2-3**. You will have direct contact with a personal admissions counselor who will assist you every step of the way.

- Apply online for FREE
- Submit your high school transcript (*2.5 GPA or higher*)
- Complete your FAFSA at ***fafsa.ed.gov*** (*School code is 002951*)

When we receive your application and transcript, we will provide you with an admissions decision and which scholarships you may be qualified to receive.

For more information on admission requirements, visit *ncwu.edu/admissions***.*



APPLY TODAY!

Scan the QR code to fill out your **FREE** application.

For academic related questions about the program, contact:

Maria Gil, Ph.D.

Assistant Professor of Marketing, Marketing Program Coordinator

☎ 252.985.5138

mgil@ncwu.edu