Department of Marketing

Marketing
Preparation in this area will provide the student with an awareness of the marketing problems confronting today’s business firms, some knowledge and experience in application of the tools and techniques of marketing problem solving and a more detailed acquaintance with one or more specific areas of the marketing discipline. Students may choose to major in general marketing or in one of the three emphasis areas under marketing.

The Marketing Major Without an Area of Emphasis
The general marketing track is the most flexible and supports the largest number of career opportunities in the field of marketing.

Emphasis in Fashion Merchandising
The fashion merchandising emphasis is designed to provide the student with a broad knowledge of business and marketing while stressing the areas of retailing and fashion.

Emphasis in Retailing Management
The retailing management emphasis is for students interested in retail careers or in marketing positions where knowledge of retailing is important.

Emphasis in Sales and Sales Management
The sales and sales management emphasis is for the student interested in sales as an entry-level marketing position or in sales as a career.

Programs

Majors

Minors