

BUSINESS ADMINISTRATION

MARKETING SPECIALIZATION

School of Business

Degrees Available at SIUE

- Bachelor of Science, Business Administration, Marketing Specialization

Why Business Administration - Marketing?

Marketing is the ability to strategically reach a target market while standing out among the clutter of competing messages. In today's market, the branding and positioning of a company is just as important as its financial backbone and the quality of its product or service offerings. The curriculum prepares graduates for positions in sales, advertising, promotion, research, product management, or marketing management.

Business Administration at SIUE

The Business Administration degree with a marketing specialization will prepare you to be a business professional who understands the environment in which business operates and how products and services are marketed in a global economy. In addition, you will learn about the functional areas of modern business and the ethical and global issues confronting business today along with the economic, social, political, and legal environments in which business decisions are made. Practice in making decisions using quantitative and analytical skills are complemented with leadership and team-building skills. The curriculum is delivered using a variety of methods including analysis of business cases and other experiential exercises as well as co-curricular activities.

Career Outlook

In this extremely competitive economy, it is more important than ever to strategically bring a product or service to market. Thus, marketing professionals are critical to companies. Graduates can obtain entry-level positions in sales and promotions, retail buying and merchandising, marketing research, banking and product/brand management. SIUE graduates have been successful in obtaining positions with a variety of companies in the area such as Ralston Purina, Boeing, and Arch Coal. Students are strongly encouraged to obtain professional experiences through co-operative education, internship and other co-curricular activities prior to graduation.

How to Apply

Admission to the School of Business is through a selective, competitive application process. Students must first apply to SIUE and be admitted, then complete a set of prerequisite courses before applying for admission to the School of Business. Additional information regarding admission to all undergraduate programs is available on the School of Business website and in the undergraduate catalog. Students are encouraged to work closely with their academic advisor as they make plans to apply for admission to the School of Business.

SIUE



Marketing Faculty

Ralph W. Giacobbe, Ph.D.,

1991, Arizona State University

Ann Gorman, M.S.,

1990, University of Colorado at Denver

Edmund K. Hershberger, Ph.D.,

2003, Georgia State University

Ramana K. Madupalli, Ph.D.,

2007, Georgia State University

Timucin Ozcan, Ph.D.,

2008, University of Rhode Island

Madhav Segal, Ph.D.,

1979, University of Texas at Arlington

SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
SCHOOL OF BUSINESS

Continued ...

Sample Four-Year Curriculum

	FALL	SPRING
YEAR 1	CMIS 108 Computer Concepts* (3) ECON 112 Microeconomics* (DSS) (3) ENG 101 English Composition I* (3) MATH 120 College Algebra* (DNSM) (3) SPC 104 Oral Argumentation* or SPC 105 Public Speaking* (3) Total 15	ECON 111 Macroeconomics* (ISS) (3) ENG 102 English Composition II* (3) MS 250 Mathematical Methods* (3) PHIL 106* or PHIL 207* or MATH 106* (3) Introductory Natural Sciences+ (4) Total 16
YEAR 2	ACCT 200 Fundamentals of Financial Accounting* (3) HIST 111b Western Civilization II*# (ISS, II) (3) POLS 112 American National Government* (3) Elective (3) Elective (3) Total 15	MS 251 Statistical Analysis for Business Decisions* (4) Introductory Fine Arts & Humanities** (3) Distribution Fine Arts & Humanities** (3) Introductory Natural Sciences/Math+ or Introductory to Fine Arts & Humanities** (3) Elective (3) Total 16
YEAR 3	ACCT 210 Managerial Accounting* (3) MGMT 340 Principles of Management (3) MKTG 300 Principles of Marketing (3) Elective (3) Elective (3) Total 15	CMIS 342 Info Systems for Business (3) FIN 320 Financial Management (3) MGMT 341 Org Behavior & Interpersonal Skills (IGR) (3) Marketing Elective (3) MKTG 377* Marketing Research (3) Total 15
YEAR 4	IS 401 Business & Society (3) PROD 315 Operations Management (3) Marketing Elective (3) Marketing Elective (3) Electives (5) Total 17	MGMT 441 Strategic Management* (3) MKTG 480 Advanced Marketing Management (3) Business Elective (300-400 level) (3) Elective (3) Elective (3) Total 15

* C or higher required. ** One literature course is required. + One science course must have a lab. # Additional approved choices: HIST 112b, 352b, 354b, 356b, 358, 360b, 413, 415, 416, or 460. If one of these HIST courses is substituted, students must take an additional Introductory Social Science to satisfy SIUE General Education requirements.

Admission Requirements

Our intention is to admit students who demonstrate the greatest likelihood of success. Decisions are based primarily on the student's performance in collegiate-level work and the required essay. Admission is competitive and not all students who apply will be admitted.

Application Deadline

February 1 Summer Term and Fall Semester • September 15 Spring Semester

Exit Requirements

- Cumulative University grade point average required: 2.25
- Business grade point average (in all required business courses taken at SIUE): 2.25
- C or higher in Management 441 (meets University Senior Assignment)
- C or higher in courses marked with * in sample four-year curriculum

Other Business Programs at SIUE

Undergraduate Programs

Accounting, Business Administration, Economics, Entrepreneurship, Finance, Human Resources Management, International Business, Management, Computer Management & Information Systems, Business Economics and Finance

Graduate Programs

Accountancy, Business Administration, Economics & Finance, Computer Management & Information Systems, Marketing Research

Contact Information

Office of Business Student Services
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