

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.

Code	Title	Credits
Marketing Concentration Required Courses		
MKT 3100	PROFESSIONAL SELLING	3
MKT 4300	MARKETING MANAGEMENT	3
MKT 4340	MARKETING RESEARCH	3
Marketing Concentration Elective Courses		
Select 9 credit hours in marketing electives (see below)		9
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	

MKT 4760	SELLING IN AN ENTREPRENEURIAL CONTEXT	
Total Credits		18

Secondary Concentration in Marketing

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

Code	Title	Credits
MKT 3310	PRINCIPLES OF MARKETING ¹	3
Plus nine (9) hours of upper-division (3000-4000 level) courses in marketing		9
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

Fall		Credits
ENGL 1150	ENGLISH COMPOSITION I ¹	3
MATH 1370	APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS ²	3
CMST 1110	PUBLIC SPEAKING FUNDS	3
Humanities and Fine Arts with Global Diversity		3
Social Science		3
Credits		15

Spring

ENGL 1160	ENGLISH COMPOSITION II	3
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	3
Humanities and Fine Arts with US Diversity		3
Humanities and Fine Arts		3
Natural/Physical Science		3
Credits		15

Sophomore

Fall

MKT 3200	BUSINESS COMMUNICATIONS	3
ACCT 2010	PRINCIPLES OF ACCOUNTING I	3
ECON 2220	PRINCIPLES OF ECONOMICS (MACRO)	3
Natural/Physical Science with Laboratory		4
International Dimension		3
Credits		16

Spring

ACCT 2020	PRINCIPLES OF ACCOUNTING II	3
BSAD 2130	PRINCIPLES OF BUSINESS STATISTICS	3
MKT 3310	PRINCIPLES OF MARKETING ³	3
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS	3

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

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.

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.html>)

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>

**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.