Marketing

Marketing involves a system of interrelated activities used to develop, price, promote and distribute goods and services to customers, creating exchanges that satisfy individual and organizational goals. It is the marketing function that links the production of goods and services with their use. Effective marketing is essential to organizations in their efforts to achieve a competitive advantage that can be sustained. Without this, growth and survival of the organization are threatened.

The bachelor’s degree program in marketing encompasses the entire key marketing functions, including those in e-commerce. Graduates may take advantage of challenging and dynamic career opportunities in large and small businesses, in government, and in non-profit organizations. Careers in the field of marketing cut across many industries and involve a variety of organizations. Some of the career options open to the marketing major include industrial selling and sales management, retailing, advertising, marketing research, distribution, international marketing and marketing management.

A major in Marketing requires students to earn a minimum grade of C (a grade of C- is not sufficient) in each of the courses taken to satisfy the requirements for the Marketing major* (as described below), and students must earn a minimum 2.0 grade point average for those major courses.

The Capstone Option for Transfer Students

The Capstone Option is available to students who have earned an Associate in Applied Science (AAS) degree or have the equivalent and who have a cumulative 2.0/4.0 GPA on all accredited coursework prior to the completion of the AAS, as calculated by SIU. The Capstone Option reduces the University Core Curriculum requirements from 39 to 30 hours, therefore reducing the time to degree completion. See the Capstone Option section for more information on this option. Students who apply for the Capstone Option will work with the College of Business Advisement Office for approval of the Capstone Option and will complete a personal contract for a degree completion plan.

Differential Tuition

The College of Business assesses College of Business majors a a differential tuition surcharge of 15% of applicable tuition for declared College of Business majors. The College of Business has a “minor program fee” for other than College of Business majors that is equal to 15% of 15 credit hours of applicable tuition for declared College of Business minors.

Bachelor of Science Degree in Marketing Requirements

<table>
<thead>
<tr>
<th>Degree Requirements</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Core Curriculum Requirements</td>
<td>39</td>
</tr>
<tr>
<td>Professional Business Core</td>
<td>47</td>
</tr>
</tbody>
</table>
### Degree Requirements

<table>
<thead>
<tr>
<th>Requirements for Major in Marketing*</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Minimum grade of C required for all classes in major area. Marketing Core MKTG 305, MKTG 329, MKTG 363, MKTG 390, MKTG 493</td>
<td>24</td>
</tr>
</tbody>
</table>

| Marketing Electives | 9 |

| Electives † | 10 |

| Total | 120 |

120 semester hours are required for graduation. Any additional hours of college level credit can be used to equal minimum 120 semester hours required for degree.

### Marketing Minor

A minor in Marketing consists of a minimum of 15 semester hours, including MKTG 304, MKTG 305 and nine credit hours in Marketing at the 300-level or above. All prerequisites for these classes must also be satisfied. MKTG 390, MKTG 493, MKTG 495 and MKTG 499A-D may not be taken as part of the minor in Marketing. An advisor within the College of Business must be consulted before selecting this field as a minor. At least nine of the 15 semester hours must be taken at Southern Illinois University Carbondale.

A minor from the College of Business requires students to earn a minimum grade of C (a grade of C- is not sufficient) in each of the courses taken to satisfy the requirements for their minor, and students must earn a minimum 2.0 grade point average for those minor courses.

### Marketing Courses

### Marketing Faculty

- **Adjei, Mavis**, Associate Professor, Ph.D., University of Mississippi, 2006.
- **Anaza, Nwamaka**, Assistant Professor, Ph.D., Purdue University, 2010.
- **Bruner, Gordon C., II**, Professor, Emeritus, Ph.D., University of North Texas, 1983.
- **Clark, Terry**, Professor and Dean, Ph.D., Texas A&M University, 1987.
- **Fraedrich, John P.**, Professor, Ph.D., Texas A & M University, 1988.
- **King, Maryon F.**, Associate Professor, Emeritus, Ph.D., Indiana University, 1989.
- **Knowles, Lynette L.**, Associate Professor, Emeritus, Ph.D., Ohio State University, 1990.
- **Lee, Jaehoon**, Assistant Professor, Ph.D., University of Texas at San Antonio, 2011.
- **Summey, John H.**, Associate Professor, Emeritus, Ph.D., Arizona State University, 1974.

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**Catalog Year Statement:**
Students starting their collegiate training during the period of time covered by this catalog (see bottom of this page) are subject to the curricular requirements as specified herein. The requirements herein will extend for a seven calendar-year period from the date of entry for baccalaureate programs and three
years for associate programs. Should the University change the course requirements contained herein subsequently, students are assured that necessary adjustments will be made so that no additional time is required of them.