### MARKETING GENERAL



### WHAT IT IS.

Marketing is an important business function that involves much more than advertising and selling. A degree in marketing gives you tools to help your company or client understand what consumers need or want, strategically design and package a product or service to meet this demand, and ultimately persuade the consumers to buy it.

### WHAT IT TAKES.

Marketers are outgoing people. They are highly inquisitive and interested in current trends and events. Successful marketers are masters at the art of persuasion and can translate complex market data into a product or service that sells. If you're interested in a career in marketing, you should be a natural leader and creative thinker, an exceptional communicator, competitive, cooperative and persuasive.

Marketing majors can select from a General Marketing Emphasis or an Entrepreneurship Emphasis. Our recent graduates have been hired by high-profile companies such as:

- » E. & J. Gallo Wines
- » Coldwater Creek
- » University of Idaho

- » Northwest River Supply
- » Micron Technology
- » Northwestern Mutual
- » Wells Fargo
- » Stryker
- » ConAgra Foods
- » Litehouse Inc.

"The CBE offered me experiential learning opportunities such as Vandal Solutions, IBC, and the VIEW Business Plan Competition that I was definitely able to leverage into obtaining my current position. I received the opportunity to work with real clients and make major business decisions during my college experience."

Caitlin Casey, Marketing major (Boise, ID)
Marketing Associate, Stryker

## WHAT YOU CAN DO.

A degree in marketing positions you for a variety of well-paying and exciting marketing career opportunities. From large corporations to small nonprofits, marketing professionals are always in demand. A double major in marketing is also an excellent complement to other degrees, such as human resources. finance and management. Depending on your personal interests and goals, a you may become a:

- » Marketing Manager
- » Retail and Industrial Buyer
- » Brand Manager
- » Advertising Account Manager
- » Marketing Research Analyst
- » Product Marketing Manager
- » Pricing Specialist
- » Entrepreneur/Small Business Owner
- » e-Marketing and Customer Relations Specialist
- » Public Relations Specialists
- » Sales Manager
- » Retail Manager
- » Sales Representative

For more, see www.careers-in-marketing.com



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# MARKETING-GENERAL MAJOR SAMPLE SEQUENCE

### FRESHMAN YEAR

| FIRST SEMESTER                               | CREDITS | SECOND SEMESTER                          | CREDITS |
|--|---------|--|---------|
| BUS 190 Integrated Business & Value Creation | 3       | Natural Science and lab                  | 4       |
| MATH 160 Calculus                            | 4       | PHIL 103 Ethics                          | 3       |
| ENGL 102 Writing & Rhetoric                  | 3       | COMM 101 Fundamentals of Public Speaking | 2       |
| Natural Science and lab                      | 4       | ISEM Integrated Seminar                  | 3       |
|  |         | Free Elective                            | 3       |
| Average semester credits                     | 14      | Average semester credits                 | 15      |

### **SOPHOMORE YEAR**

| FIRST SEMESTER                         | CREDITS | SECOND SEMESTER                          | CREDITS |
|--|---------|--|---------|
| ACCT 201 Financial Accounting          | 3       | ACCT 202 Managerial Accounting           | 3       |
| ECON 201 Macroeconomics                | 3       | ECON 202 Microeconomics                  | 3       |
| BLAW 265 Legal Environment of Business | 3       | BUS 290 Leading Organizations & People   | 3       |
| STAT 251 Statistical Methods           | 3       | BUS 252 Formal Models of Decision Making | 3       |
| ENGL 313 Business Writing              | 3       | International Core                       | 3       |
| Average semester credits               | 15      | Average semester credits                 | 15      |

### **JUNIOR YEAR**

| FIRST SEMESTER                         | CREDITS | SECOND SEMESTER                    | CREDITS |
|--|---------|------------------------------------|---------|
| BUS 301 Financial Resources Management | 3       | BUS 390 Integrated Business Topics | 3       |
| BUS 321 Marketing                      | 3       | Upper Division Economics Elective  | 3       |
| BUS 350 Managing Information           | 3       | BUS 324 Consumer Behavior          | 3       |
| BUS 370 Process Management             | 3       | Communication Elective             | 3       |
| Free Elective                          | 3       | ISEM 301 Great Issues              | 1       |
|  |         | Core Humanity                      | 3       |
| Average semester credits               | 15      | Average semester credits           | 16      |

### **SENIOR YEAR**

| FIRST SEMESTER                        | CREDITS | SECOND SEMESTER                         | CREDITS |
|---------------------------------------|---------|---|---------|
| BUS 421 Marketing Research & Analysis | 3       | BUS 490 Strategic Management (Capstone) | 3       |
| Marketing Elective                    | 3       | BUS 428 Marketing Management            | 3       |
| Marketing Elective                    | 3       | Marketing Elective                      | 3       |
| Upper Division CBE/Math/Stat          | 3       | Marketing Elective                      | 3       |
| American Diversity Elective           | 3       | Free Elective                           | 3       |
| Average semester credits              | 15      | Average semester credits                | 15      |