

BACHELOR OF ARTS

MARKETING

SCHOOL OF BUSINESS



MORE INFO: BENEDICTINE.EDU/MARKETING

DEPARTMENT OVERVIEW

The primary objective of the School of Business is to prepare students for successful and rewarding careers in traditional business occupations establishing a strong foundation for management and executive roles and responsibilities. The School of Business offers five degrees (all Bachelor of Arts): accounting, finance, international business, management, and marketing. These programs reflect a belief that professionals require technical and leadership skills that are balanced with the perspective, critical thinking, and communication skills produced by a combined business and liberal arts education.

DEGREE INFORMATION

The marketing major is designed to build competency in researching, segmenting and choosing customer marketers, as well as acquiring and growing consumers by delivering superior value.

RELATED CAREERS

- Advertising account executive
- Advertising account planner
- Advertising art director
- Market researcher
- Brand manager
- Marketing executive
- Media buyer
- Media planner
- Media sales
- Public relations account executive
- Public relations officer
- Sales promotion account executive
- Social media manager

FACULTY

David Bryant, Ph.D.
Assistant Professor
David Geenens, M.B.A.
Associate Professor
Lyndsey Gewecke, M.B.A.
Assistant Professor
Jan Hansen, Ph.D.
Assistant Professor
Brian Henry, M.S.B., M.B.A.
Assistant Professor and Finance Program Chair
Donald Hoy, J.D.
Professor Emeritus
Clay Johnston, E.M.B.A.
Assistant Professor and Marketing Program Chair
Michael King, J.D.
Director, School of Business and Associate Professor
Madeline Rogers, J.D.
Assistant Professor

LOCATION

Ferrell Academic Center

CONTACT

Clay Johnston, M.B.A.
Assistant Professor and Marketing Program Chair
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913.360.7547

SUGGESTED SEQUENCE OF COURSES

FRESHMAN YEAR

-	Liberal Arts Core (e.g., ENGL-1010)	3
-	Liberal Arts Core (e.g., THEO-1100)	3
-	Liberal Arts Core (Foreign Language)	4
GNST-1000	BC Experience	1
-	General Elective	3
BUSI-1650	Quantitative Methods for Bus	3
Total		17

-	Liberal Arts Core (e.g., PHIL-1750)	3
-	Liberal Arts Core (Foreign Language)	4
-	Liberal Arts Foundation (e.g., Nat. World)	4
-	General Elective	3
BUSI-2650	Business Statistics	3
Total		17

SOPHOMORE YEAR

-	Liberal Arts Core (EXSC-1115, Wellness)	1
-	Liberal Arts Foundation (e.g., History)	3
-	Liberal Arts Foundation (e.g., Aesthetic)	3
ACCT-2090	Prin. of Financial Accounting	3
ECON-2090	Principles of Macroeconomics	3
MGMT-2250	Principles of Bus. Mgmt.	3
Total		16

-	Liberal Arts Foundation (e.g., Philosophy)	3
-	Liberal Arts Foundation (e.g., Nat. World)	3
-	General Elective	3
ACCT-2100	Prin. of Managerial Acctg.	3
ECON-2100	Principles of Microeconomics	3
MKTG-3100	Principles of Marketing	3
Total		18

JUNIOR YEAR

-	Liberal Arts Foundation (e.g., History)	3
-	General Elective	3
FINC-3100	Principles of Finance	3
MKTG-3880	Integrated Marketing Comm.	3
MGMT-3250	International Management	3
Total		15

-	Liberal Arts Foundation (THEO-2000)*	3
-	General Elective	3
MGMT-3710	Legal Environ. of Business	3
MKTG-3810	Consumer Behavior	3
-	BUSI Elective	3
Total		15

Experiential Learning Requirement (MKTG-4780): Junior-Senior Year

SENIOR YEAR

-	Liberal Arts Foundation (e.g., Aesthetic)	3
-	Liberal Arts Foundation (PHIL-3250)*	3
BUSI-4850	Executive Writing Seminar	2
MKTG-4810	International Marketing	3
ECON-3200	Price Theory	3
MKTG-4830	Marketing Research	3
Total		17

-	Liberal Arts Core (EXSC Fitness course)	1
-	Liberal Arts Foundation (e.g., Faith)	3
BUSI-4900	Strategic Management	3
BUSI-4860	Ethics Seminar	1
MKTG-4850	Marketing Strategy	3
-	MKTG Elective	3
MKTG-COMP	Senior Comprehensive	cr
Total		14

OTHER DEPARTMENT OFFERINGS:

- BACHELOR OF ARTS IN FINANCE, INTERNATIONAL BUSINESS, AND MANAGEMENT
- MINORS IN ACCOUNTING, BUSINESS ADMINISTRATION, ENTREPRENEURSHIP, AND FINANCE
- MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

VIEW THE CATALOG FOR CLASS DESCRIPTIONS AND ADDITIONAL INFORMATION:

BENEDICTINE.EDU/CATALOG

* A Liberal Arts Foundation course that is required for all majors in the School of Business as a prerequisite for the Capstone Curriculum BUSI-4860, Seminar on Ethics and Morality for Business Professionals.



#WHEREGREATNESSBEGINS