

# MARKETING MANAGEMENT

## WHAT YOU CAN DO WITH IT

- Develop a marketing plan to help generate sales for a company's products or services
- Develop new products to bring to market
- Create an advertising or promotional campaign for a product or service
- Design and conduct a marketing research study to understand customer perceptions

## CAREER OPPORTUNITIES

- Brand and product management; advertising account manager; retail manager; marketing manager; sales manager
- Business entrepreneur; marketing consultant; international marketing representative
- Customer service representative; marketing research analyst

## SCHOLARSHIPS AND INTERNSHIPS

- A variety of scholarships are available to qualified students majoring in marketing management.
- Student internships are available with many of the leading companies in the Memphis and Mid-South area, such as FedEx, Thomas and Betts and AutoZone.
- **Normally a maximum of 3 credit hours of internship may be used in the major. Additional hours may be approved by the internship supervisor/department chair for the major.**

## MARKETING ASSOCIATIONS

The American Marketing Association is the national professional organization representing marketing practitioners and academics, and there is now a Memphis chapter of the Association. In addition, there is a Student Marketing Association on campus.

### Course Requirements Major (24 hours)

**Valid Catalog: 2018**

*A minimum 2.25 GPA is required in the major.*

### Required Courses: (18 hours)

- SCMS 2610 (3) Introduction to Supply Chain Management  
MKTG 3012 (3) Consumer Behavior (Prerequisite: MKTG 3010)  
MKTG 3140 (3) Advertising and Sales Promotion (Prerequisite: MKTG 3010)  
MKTG 4080 (3) Marketing Research (Prerequisites: SCMS 3711 and MKTG 3010)  
MKTG 4901 (3) Management of Marketing Strategies (Prerequisites: MKTG 3012 and MKTG 4080)

MKTG 3340 (3) Principles of Social Media Marketing

### OR

MKTG 3410 (3) Building Buyer – Seller Relationships

### Choose 2 from: (6 hours)

- MKTG 3320 (3) Retailing Management (Prerequisite: MKTG 3010)  
MKTG 3340 (3) Principles of Social Media Marketing (if MKTG 3410 is used as a major required course)  
MKTG 3410 (3) Building Buyer- Seller Relationships (if MKTG 3340 is used as a major required course)  
MKTG 4230 (3) Services Marketing  
MKTG 4470 (3) Essentials of Negotiation  
MKTG 4530 (3) International Marketing (Prerequisite: MKTG 3010)  
MKTG 4630 (3) Social Media Strategies and Analytics, prerequisites: MKTG 3340  
MKTG 4911 (3) Internship in Marketing (Prerequisite: 2.75 GPA, 15 completed hours in upper division business courses, 6 completed hours in major)  
SCMS 3620 (3) Logistics Management (Prerequisite: SCMS 2610)  
SCMS 3650 (3) Supply Management (Prerequisite: SCMS 2610)

**Minor for Business majors:** MKTG 3012, 3140, and 3 hours from MKTG 3320, 3340, 3410, 4230, 4470, 4530, 4630, 4920-29, SCMS 2610, 3620, 3650.

**Minor for Non-Business majors:** MKTG 3010, 3012, 3140, SCMS 2610 and 6 hours from MKTG 3320, 3340, 3410, 4230, 4470, 4530, 4630, 4920-29, SCMS 3620, 3650

**Department Chair:** Dr. Marla Royne Stafford, (901) 678-2667, mstaffrd@memphis.edu

## MARKETING MANAGEMENT: Typical 4 year sequence

### FRESHMAN Year

	Hours		Hours
ENGL 1010 <sup>1</sup>	3	ENGL 1020 <sup>1</sup> (ENGL 1010)	3
Humanities <sup>1</sup>	3	Elective <sup>2</sup>	3
MIS 2749	3	Humanities <sup>1</sup>	3
Elective <sup>2</sup>	1-3	ECON 2020	3
MATH 1710 (if needed) <sup>2</sup>	3	MATH 1830 (MATH 1710)	3
Semester Total	13-15	Semester Total	15

### SOPHOMORE Year

	Hours		Hours
ACCT 2010	3	ACCT 2020 (ACCT 2010; MATH 1710 or 1830)	3
ENGL 2201 or 2202 <sup>1</sup> (ENGL 1010, 1020)	3	History <sup>1</sup>	3
COMM 2381 <sup>1</sup>	3	SCMS 2610	3
Natural Science with lab <sup>1</sup>	4	Natural Science with lab <sup>1</sup>	4
SCMS 2710 (MATH 1830) or MATH 1530	3	ECON 2010	3
Semester Total	16	Semester Total	16

### JUNIOR Year

	Hours		Hours
MGMT 3510 (MIS 2749)	3	MKTG 3012 (MKTG 3010)	3
ACCT 3130	3	MKTG 3140 (MKTG 3010)	3
SCMS 3711 (SCMS 2710 or MATH 1530)	3	Major elective	3
MIS 3210 (LD business core completed)	3	FIR 3410 (ACCT 2010; ECON 2020; SCMS 2710 or MATH 1530)	3
MKTG 3010	3	MGMT 3110	3
Semester Total	15	Semester Total	15

### SENIOR Year

	Hours		Hours
History <sup>1</sup>	3	Major elective	3
MKTG 4080 (SCMS 3711, MKTG 3010)	3	MKTG 4901 (MKTG 3012, 4080)	3
MKTG 3410 <b>OR</b> MKTG 4470	3	International Business <sup>3</sup>	3
SCMS 3510 (SCMS 3711)	3	MGMT 4710 (MGMT 3110, 3510, graduating senior)	3
Elective <sup>2</sup>	3	Elective <sup>2</sup>	3
Semester Total	15	Semester Total	15

#### (Prerequisites)

Effective catalog: 2018

**TOTAL Hours: 120-122**

**Total hours required for graduation: 120**

<sup>1</sup>General Education Requirements

<sup>2</sup>Electives can be any lower or upper division course offered by the University. Any course specific prerequisites must be met. Student may apply no more than two semester hours of physical activity courses to the minimum degree requirements of 120 hours

<sup>3</sup>Student must select one of the following: ACCT 4625; ECON 4350, 4351; FIR 4550; MIS 4310, 4321; MGMT 4510, 4810; MKTG 4530. Course will satisfy both the Major Elective Requirement and the International Business Requirement in the Upper Division Core if selected course is within the student's designated major. If the student uses this course for both the International Business Requirement in the UD Core and a major elective, the student may need an additional 3 hour elective to meet the minimum 120 hours for graduation.