

# MARKETING (BS)

## Contacts

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 Program Website (<https://www.jefferson.edu/academics/colleges-schools-institutes/kanbar-college-of-design-engineering-commerce/school-of-business/academic-programs/marketing.html>)

## Program Description

The marketing major at Thomas Jefferson University prepares students to become professionals with a strong marketing foundation and real-world experiences. Students are prepared with skills to create value through strategic marketing plans and innovations and solve complex business problems in a collaborative team environment. Students have the opportunity to network with industry professionals, study abroad, and earn their iMBA degree in one additional year. Our graduates land jobs in advertising, brand management, digital marketing, marketing research, customer relationship management, and many other areas.

## Learning Goals/Outcomes

In addition to the goals and outcomes outlined by the School of Business Administration, graduates from the marketing program will be able to:

- Demonstrate knowledge of concepts used in the strategic marketing process, with emphasis on SWOT analysis and environmental scanning
- Apply select elements of the marketing mix to marketing strategy for a product or service business

## Curriculum: 4 years, 121-122 credits

Course	Title	Credits
<b>First Year</b>		
FYS 100	Pathways Seminar	1
WRIT 101	Writing Sem I: Written Comm.	3
MATH 1XX	Mathematics	3-4
AVIS 101	American Visions	3
DECF 102	Finding & Shaping Opportunity	3
ACCT 101	Financial Accounting	3
ACCT 102	Managerial Accounting	3
MKTG 102	Principles of Marketing	3
ECON 205	Macroeconomics	3
MGMT 301	Principles of Management	3
ECON 206	Microeconomics	3
<b>Credits</b>		<b>31-32</b>
<b>Second Year</b>		
ETHC 2XX	Ethics	3
ADIV 2XX	American Diversity	3
WRIT 201/202	Writing Seminar II: Multi Comm	3-4
DECS 2XX	Science (Select one DECS)	3
BLAW 301	Business Law	3
ABA 201	Intro to Business Analytics	3
ABA 202	Statistical Data Analytics	3
FIN 301	Financial Management	3

Course	Title	Credits
MKTG 207	Consumer in the Market Place	3
MKTG 310	Integrated Mktg Communication	3
<b>Credits</b>		<b>30-31</b>
<b>Third Year</b>		
GDIV 2XX	Global Diversity	3
GCIT 2XX	Global Citizenship	3
CGIS 300	Contemporary Global Issues	3
DECM 300	Research Methods	3
ABA 301	Data Mining & Predic Analytics	3
MKTG 305	Contemporary Brand Mgmt.	3
MKTG 315	Mktg in a Digital Environment	3
General Electives		9
<b>Credits</b>		<b>30</b>
<b>Fourth Year</b>		
PHIL 499	Philosophies of the Good Life	3
ABA 401	Operations and Data Analytics	3
MGMT 498N	Bus Capstone: Strategy Sim	3
MGMT 499N	Business Capstone: CSR	3
MKTG 391	Marketing Research	3
MKTG 412	Marketing Strategy Seminar	3
General Electives or Internship		12
<b>Credits</b>		<b>30</b>
<b>Total Credits</b>		<b>121-123</b>