MAJOR
Business Administration is a versatile Bachelor’s degree. Choosing a concentration in marketing gives the student a background in public relations, advertising, retailing, and marketing research. A major in Business Administration with a concentration in Marketing prepares students for a wide variety of careers. Graduates are also good candidates for continuing education such as Masters in Business Administration (MBA), Masters in Marketing, Masters in Marketing Research, other business-related masters programs, a law degree, and more.

PRACTICAL EXPERIENCE
Students are encouraged to earn credits by extending their learning beyond the classroom. For example, several prominent firms in the region offer internship programs that provide supervised business training. Firms such as Security State Bank, John Deere Seeding Group, Gander Mountain, Coca-Cola, Rod Buck, WDAY, and Best Buy have had VCSU students in their internship programs. Cooperative research projects with faculty give students first-hand experience with advanced research techniques. Shadowing allows students to observe managers in daily work routines. Students will also have the opportunity to participate in economic development activities such as tours, workshops, fairs, and conferences. An internship can be a part of a student’s academic program and can take place any semester, any place and any number of credits from 3 to 12. Reasons to intern would be to gain hands-on workplace experience to build a resume, become better prepared to enter a specific career field, to network with professionals in the chosen career field, and to gain a full-time position.

BUSINESS/MARKETING IN THE REAL WORLD
• Advertising
• Public Relations
• Banking
• Retail
• Manufacturing
• Self-owned Business
• Marketing Research
• Product Development

TECHNOLOGY TRAINING
VCSU has entered into an agreement with SAP, a leading worldwide provider of Enterprise Resource Planning (ERP) software, to join the SAP University Alliances Program. The program allows VCSU faculty to incorporate SAP software into its business and information technology coursework, giving students hands-on experience with popular application software and adding immediate value to their skills in the marketplace. SAP is a provider of collaborative business solutions for all types of industries and for every major market. Serving more than 41,200 customers worldwide, SAP is the world’s largest business software company and the world’s third-largest independent software provider overall.

TECHNOLOGY
• Notebook computers with multimedia capabilities
• Digital cameras, video cameras, and other peripherals
• Blackboard online learning environments

ORGANIZATIONS
• Collegiate DECA - The mission of Collegiate DECA is to serve its diverse international membership as a professional organization, providing leadership and career-oriented opportunities to develop and enhance tomorrow’s leaders. Collegiate DECA provides a natural outlet for leadership, competition, networking, and community service. DECA students at VCSU take part in leadership and competitive conferences on state and international levels.

CAREER SERVICES PROVIDES
• Career, job search, placement services free to all students
• Field trips, employer on-campus visits
• Information, networking opportunities and skill development
Visit www.vcsu.edu/careerservices/

CAREER OPPORTUNITIES
Account Executive, Advertising Manager, Buyer, Lobbyist, Market Research Analyst, Marketing Director.

TESTIMONIAL
I absolutely loved the Marketing Program at Valley City State University. My classes were relevant to my field of study and I learned valuable information and skills. The professors at Valley City State legitimately care and invest in the students. They desire our success in our career paths as much as we do. They encourage our dreams, and encourage that our dreams be brought into our classroom assignments so we can practically achieve them, even as we study. The small class sizes allow for genuine student/faculty interaction. I still keep in touch with many of my professors, and their wisdom and expertise have helped me in the current pursuit of my dreams and goals of obtaining a professional career that I can be proud of. Still, on a regular basis, I refer back to my studies and the knowledge I gained in the classrooms of VCSU and I am proud of the work I accomplished there, that I can bring into my career now, and my future as a business woman.”

-Caitlin Giesbrecht
Business Administration - Marketing Concentration

Composite Major

MAJOR
Students who successfully complete the marketing concentration develop communication, interpersonal, leadership and teamwork skills. They understand the role and importance of marketing in organizations, demonstrate critical thinking, decision making, strategic planning and communication skills, and are able to use technological resources-including online databases-to conduct research. The marketing concentration prepares students for entry level positions such as marketing specialist or coordinator, advertising assistant or salesperson or customer service representative.

LEARNING OUTCOMES
1. Describe the role of marketing in organizations and organizational growth. (Communication)
2. Analyze an organization’s strengths, weaknesses, opportunities, and threats from a marketing perspective. (Problem Solving)
3. Design appropriate and effective marketing strategies. (Global Awareness)
4. Describe all aspects of generally accepted marketing principles. (Communication)
5. Use marketing information to make informed decisions about marketing planning. (Problem Solving)
6. Use online databases to conduct research on business environment trends. (Technology)
7. Employ marketing research processes. (Collaboration)

ABILITIES
- Collaboration To work together to reach a common goal.
- Communication To convey thoughts, ideas, data, information, and messages effectively.
- Global Awareness To look beyond one’s immediate self and local community.
- Problem Solving To select and use appropriate and effective approaches and tools in solving a wide variety of problems.
- Technology Use technological tools and processes to improve learning, productivity, and/or performance.

General Education Requirements 39 Hours

Communication & Collaboration 9 Hours
ENGL 110 College Composition I 3
ENGL 125 Intro to Professional Wrtg * 3
COMM 110 Fund of Public Speaking 3
or COMM 212 Interpersonal Comm 3
or COMM 216 Intercultural Comm 3

Problem Solving 11 Hrs
Mathematics (Select one course) 3 Hours
MATH 103 College Algebra
MATH 104 Finite Mathematics
MATH 107 Precalculus
MATH 165 Calculus I
Lab Science (Select two courses) 8 Hours
BIOL 111, 150, 151, 170, 220, 221
CHEM 115, 116, 121, 122
GEOL 100, 106
PHYS 100, 110, 161, 162, 251, 252
TECH 161

Technology (Select one course) 3 Hrs
CIS 170 Intro to Computer Info Systems*

Wellness 2 Hrs
HPER 100 Concepts Fitness & Wellness

Aesthetic Engagement 6 Hrs
Literacies (Select one course) 3 Hours
ENGL 220, 225, 241, 242, 261, 262
HUM 201 Civil, Thought, & Lit Heritage
SPAN 201 2nd Yr I; SPAN 202 2nd Yr II
THEA 110 Intro Theatre; THEA 161 Acting I
Art & Music (Select one course) 3 Hours
ART 110 Introduction to Visual Arts
HUM 202 Fine Arts & Aesthetics
MUS 100 Music Appreciation
MUS 101 Music Fundamentals
MUS 207 History of Rock’n’Roll

Global Aware & Effective Citizen 6 Hrs
ECON 201 Principles of Microeconomics * 3
ECON 202 Principles of Macroeconomics * 3

Additional General Education 2 Hrs
Select one additional course from the area of Aesthetic Engagement or Global Awareness or
ART 112 (3), ART 231 (3), ART 281 (3), GEOG 111 (2), MUS 104 (1), MUS 105 (1), MUS 131 (1), MUS 141 (1), PHYS 275 (1), THEA 201 (1-3)

* Required course

Required Courses 50 Hours

ACCT 200 Elements of Accounting I 3
ACCT 201 Elements of Accounting II 3
ACCT 315 Business in the Legal Environment 3
ACCT 321 Financial Reporting & Analysis I 3
BOTE 314 Business Reports & Communication 3
BOTE 336 Business Data Solutions 3
BOTE 337 Authoring Digital Publications 3
BUSI 249 Business Profession & Emerging Leaders 1
BUSI 491 Senior Portfolio 1
ECON 261 Business Statistics 3
FIN 375 Business Finance I 3
MGMT 330 Principles of Management 3
MGMT 350 Operations Management 3
MGMT 370 Business Ethics 3
MGMT 460 International Business 3
MGMT 480 Strategic Planning 3
MGMT 485 Entrepreneurship 3
MRKT 305 Principles of Marketing 3

Marketing 18 Hrs
COMM 314 Public Relations 3
MRKT 319 Web Site Authoring 3
MRKT 370 Advertising and Promotions 3
MRKT 405 Retailing 3
MRKT 414 Social Media Management 3
MRKT 415 Marketing Research & Information 3

Electives/Internship 15 Hrs
Students are strongly encouraged to select a Business Internship and/or courses outside the Department of Business.

Total General Education 39 Hrs
Total Major Requirement 68 Hrs
Total Credits Needed to Graduate 120 Hrs

For degree and graduation requirements see pages 39-40.

Department Chair
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