

Marketing plays an important role in society and affects everyday life. It offers outstanding career opportunities in such areas as professional selling, marketing research, advertising, retail buying, distribution management, product management and development, and wholesaling/logistics.

Marketing career opportunities exist also in a variety of non-business organizations, including hospitals, museums, universities, government, and social service agencies.

What is Marketing?

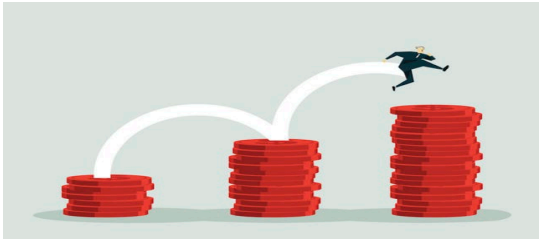
Marketing includes all activities concerned with identifying and satisfying the needs and demands of individual and organizational customers. It is a prime organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing relationships that benefit the organization and its stakeholders.

How Our Program Is Unique

- Our diverse faculty have unique industry experience.
- We draw our experience from the telecommunications, manufacturing, marketing consulting, software engineering, advertising, international marketing, and marketing research industries.
- Our students are recruited by numerous companies in Nashville in other cities both as interns and full-time employees.
- We feature industry speakers from and organize educational field trips for our students to facilities, such as the Dell and Bridgestone, and advertising agencies, in the greater Nashville area.

Why study Marketing?

- An understanding of marketing is crucial to most businesses because it is the functional area covering everything from product development to recycling.
- Studying marketing can provide you with a range of valuable skills and knowledge that can be applied in a variety of areas.
- Career opportunities in marketing are diverse, profitable, and expected to increase significantly during the coming decade.



Job Duties and Availability

The U. S. Bureau of Labor Statistics estimates that employment in marketing field will grow 10 percent from 2021 to 2031, faster than the average for all occupations. Many of these increases will be in the areas of sales, public relations, retailing, advertising account management, media sales, direct marketing, Internet marketing, sports marketing, sales promotion, event planning, marketing research, and product management.

Marketing careers are available also in logistics and distribution, banking, healthcare, hospitality, and professional services.



Marketing majors are among the highest paid undergraduate business degree holders.

The salary of a marketing graduate ranges from $55K to $84K and the median salary of a marketing manager is $133K. *

Starting in a marketing job also is one of the best routes to the top of any organization. More CEOs come from sales and marketing backgrounds than from any other field.

* Glassdoor and BLS

Curriculum
Bachelor of Business Administration (BBA) degree with the concentration in E-Business and Supply Chain Management program consists of four sets of courses:
1. General education courses (42 Hours);
2. Business core courses (48 Hours);
3. Marketing (30 Hours).

Business Core Courses
Lower Division
MGMT 1010: Intro to Bus. & Economics
ECON 2010: Principles of Economics I
ECON 2020: Principles of Economics II
ACCT 2010: Principles of Accounting I
ACCT 2020: Principles of Accounting II
ECON 2040: Statistical Analysis
BISI 2150: Microcomputer Applications

Upper Division
BISE 3150: Business Communications
BISI 3230: Business Information Systems
BLAW 3000: Legal Environment of Business
FINA 3300: Business Finance
ECON 3050: Quantitative Methods
MGMT 3010: Management and Org. Behavior
MGMT 3020: Operations Management
MKTG 3010: Basic Marketing
MGMT 4500: Business Strategy and Policy

Marketing Concentration
MKTG 3300: Applied Marketing Research
MKTG 4050: Consumer Behavior
MKTG 4250: Retailing Marketing
MKTG 4350: International Marketing
MKTG 4550: Marketing Strategy
MKTG Electives (Four)
Business Elective (One)

The College of Business faculty members at TSU all are doctoral qualified, holding Ph.D.'s from well-known institutions such as Case Western Reserve University, Indiana University, the University of Texas, New Mexico State University, Grenoble Ecole de Management and Clemson University.

You can contact our department:

Walk-in:	Suite K-433
E-mail:	badm@tnstate.edu
Telephone:	(615) 963-6916/7393
Mail:	Tennessee State University College of Business, Business Administration 330 10th Ave. N., Suite K Nashville, TN 37203

For more information, please visit:
www.tnstate.edu/businessadmin

Tennessee State University was established in 1912 in Nashville, Tennessee. The University is a comprehensive urban state institution consisting of eight Colleges and Schools.

The College of Business is among the largest academic units on campus, with about 1000 undergraduate and graduate students.

TENNESSEE STATE UNIVERSITY
College of Business

Marketing



DEPARTMENT OF BUSINESS ADMINISTRATION
www.tnstate.edu/businessadmin

Bachelor of Business Administration (BBA) degree with a concentration in Marketing is offered in the Department of Business Administration at the College of Business of the Tennessee State University (TSU).

The College of Business is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB-International).

AACSB ACCREDITED