

MARKETING

The marketing concentration, within the Bachelor of Science in Business Administration degree program, will help you gain a broad understanding of the role marketing plays in business and non-business situations, and learn about customer analysis, competitive analysis, and industry analysis.

If you're creative, strategic, analytical and a great communicator who is interested in the art and science behind persuading people to try new products or services, this marketing concentration is for you.

THE PROGRAM

The marketing concentration explores concepts in consumer behavior, market research, brand management, international marketing, promotion management, sales, business-to-business marketing, pricing, and global marketing strategy. You will learn about the elements of the marketing mix and how these can be integrated to achieve organizational objectives.

Our faculty are experts in fields such as marketing strategy, marketing research, sales management, competitive analysis, and international business. In addition to their role as professors, they are also active consultants, researchers, and writers whose work has appeared in a variety of journals and publications. In other words, you'll learn from the best.



CURRICULUM

In the workplace, you'll take part in lectures, group and individual projects and lead oral presentations. This program mimics the workplace, offering you these same kinds of experiences at the undergraduate level to better prepare you for your career.

Helzberg Core Curriculum

You'll take the following 26 credit hours as part of the core curriculum:

- BIA 3100 Computing Technologies for Business (3 credit hours)
- BIA 3201 Prescriptive Analytics for Business Decision Making (3 credit hours)
- FN 3000 Essentials of Finance (3 credit hours)
- MG 3001 Professional Readiness II: Skill Development (1 credit hour)
- MG 4001 Professional Readiness III: Experience & Transition (1 credit hour)
- MG 3300 Leadership & Organizational Behavior (3 credit hours)
- MG 3350 Business in Global Environments (3 credit hours)
- MG 3400 Business Law and Commercial Transactions (3 credit hours)
- MG 4940 Business Leadership: Strategy, Policy, and Ethics (3 credit hours)
- MK 3000 Principles of Marketing (3 credit hours)

Marketing Curriculum

In addition to the Helzberg core courses, you'll take 15 credit hours in marketing:

- MK 3200 Consumer Behavior (3 credit hours)
- MK 3350 International Marketing (3 credit hours)
- MK 4100 Marketing Research (3 credit hours)
- MK 4400 Personal Selling/Management (3 credit hours)
- MK 4500 Marketing Policy (3 credit hours)



MARKETING

RESEARCH AND INTERNSHIP OPPORTUNITIES

You are encouraged to participate in internship programs and business practicums. These experiences help you gain practical skills and perspectives from different companies. You're also urged to seek study abroad opportunities to offer you an international viewpoint.

Numerous internship opportunities are available thanks to Rockhurst's vast professional network of alumni and friends.

Some of the firms offering internships and full-time positions to Helzberg marketing students and graduates include:

- Allied Integrated Marketing
- Capital One
- Cerner
- Google
- Hallmark
- H&R Block
- Kemper Museum of Contemporary Art
- Merrill Lynch
- Sporting Kansas City
- VML
- Waddell & Reed

Within the program, you will take part in civic partnerships and capstone projects with local businesses so you can see how these connect to what you're learning in class.

GET STARTED

Visit rockhurst.edu/bsba to learn more and apply today.

Questions?

Contact Paul Nunez, director of undergraduate advising, at 816-501-4578 or paul.nunez@rockhurst.edu

rockhurst.edu/bsba



CAREER OUTLOOK

Students who graduate with a BSBA, concentrating in marketing, begin their careers in public relations, advertising, business consulting, sports and entertainment marketing, marketing research, marketing management, sales, and sales management.

The average annual salary for entry-level jobs in these fields is \$49,600. However, this varies due to company, location, industry, experience and benefits.

THE ADMISSION PROCESS

Apply in three easy steps.

1. **Complete an application for admission** at rockhurst.edu/apply.
2. **Submit your official high school and undergraduate transcripts** (if applicable). Electronic transcripts may be sent to jennifer.plaster@rockhurst.edu. Official transcripts can be mailed to:

Rockhurst University
Helzberg School of Management
Conway Hall, Room 201F
1100 Rockhurst Road
Kansas City, MO 64110-2561

3. **After submitting your application and transcripts**, meet your adviser to map out a personalized schedule.

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