

# BRYANT UNIVERSITY

# MARKETING



[WWW.BRYANT.EDU/AREASOFSTUDY](http://WWW.BRYANT.EDU/AREASOFSTUDY)

Marketing classes at Bryant are as diverse as the field itself. Courses in advertising promotions, market research, personal selling, global marketing, services marketing, supply chain management, and buyer behavior, as well as practical field experience, allow students to explore different areas of marketing. Through presentation exercises, business plan development, team projects, and the creative application of technology, students foster communication skills and enhance critical-thinking abilities to learn how to meet challenges and develop opportunities.

The Bachelor of Science in Business Administration offers a Marketing concentration that consists of six courses of in-depth study into all aspects of the marketing field. The Marketing minor requires four courses that provide a critical understanding of this dynamic field.

## ENGAGED LEARNING + APPLIED SCHOLARSHIP

The College of Arts and Sciences and the College of Business at Bryant offer a rigorous academic curriculum, and a depth and breadth of study that encourages students to explore new fields and expand their thinking. In fact, the unique integration of business and liberal arts is a hallmark of a Bryant education – business students study liberal arts and liberal arts students study business. This foundation educates the *whole* student and enhances communication skills; leads to a more comprehensive understanding of global, cultural, and ethical issues; and develops critical thinking and decision-making skills.

Bryant’s comprehensive curriculum allows you to develop your intellectual passions and define a clear path for success.

## DISTINGUISHED FACULTY

Bryant’s faculty are accomplished, passionate educators who are dedicated to helping you develop your intellectual potential. They continually enhance their capabilities through research, publishing, consulting, and community service, and bring this knowledge into the classroom. Our full-time tenured and tenure-track faculty come from prestigious academic programs and have demonstrated a deep commitment to your academic growth. Faculty and staff deliver an extraordinary level of personal guidance that has benefited generations of Bryant students.

## FOR MORE INFORMATION

Learn more at [www.bryant.edu/areasofstudy](http://www.bryant.edu/areasofstudy) or contact Marketing Professor Charles Quigley, Ph.D., department chair, at [cquigley@bryant.edu](mailto:cquigley@bryant.edu).

## PRACTICAL EXPERIENCE

Marketing students have the opportunity to apply classroom theory and knowledge in a wide variety of activities. The Bryant Marketing Association, a chapter of the American Marketing Association, gives students the chance to hear and meet experienced marketing professionals and participate in events related to marketing. In addition, other clubs and organizations allow students to apply their marketing skills in research and promotional activities. Bryant has numerous internship opportunities in the various areas that comprise the field of marketing. These real-world activities punctuate the experiential nature of the program, which is an important component of the active learning experience.

“My marketing courses at Bryant definitely helped me prepare for the type of work I see in my job today. The marketing professors assigned rigorous group projects that simulated case studies from a business environment, and I apply much of my learning from these daily.”

Brian Rodrigues '07, Hasbro, Pawtucket, R.I.

## PROFESSIONAL SUCCESS

The Marketing concentration prepares students for a number of careers in the marketing field, including advertising manager, brand manager, customer service representative, direct marketing manager, export manager, financial security sales representative, manufacturer’s representative, media buyer, product manager, public relations specialist, purchasing agent, or retail buyer. A sampling of companies that recruit Bryant graduates include:

- Converse
- CVS
- Liberty Mutual
- Pfizer
- State Street
- Target

# CURRICULUM REQUIREMENTS

## MARKETING

BUSINESS CORE REQUIREMENTS	CREDITS	YEAR
<b>Introduction to Business</b> (BUS101)	3	1
<b>Fundamentals of Computer Information Systems</b> (CIS201)	3	1-2
<b>Financial and Managerial Accounting</b> (ACG203, ACG204)	6	1-2
<b>Financial Management</b> (FIN201)	3	2
<b>Management Principles and Practice</b> (MGT200)	3	2
<b>Foundations of Marketing Management</b> (MKT201)	3	2
<b>The Legal Environment of Business</b> (LGLS211)	3	2
<b>Operations Management</b> (MGT301)	3	3
<b>Business Policy</b> (BUS400)	3	4
<b>TOTAL</b>	<b>30</b>	

### LIBERAL ARTS CORE REQUIREMENTS

<b>Liberal Arts Seminar</b> (LCS151)	3	1
<b>Introduction to Literary Studies</b> (LCS121)	3	1
<b>Microeconomic Principles</b> (ECO113)	3	1
<b>Macroeconomic Principles</b> (ECO114)	3	1
<b>Mathematical Reasoning I &amp; II</b> (MATH105, MATH106)	6	1
<b>Statistics I</b> (MATH201)	3	2
<b>Humanities Survey Courses</b>	6	1-2
<b>TOTAL</b>	<b>27</b>	

**FOUNDATIONS FOR LEARNING (FFL101)** 1 1

### LIBERAL ARTS DISTRIBUTION REQUIREMENTS – MODES OF THOUGHT

<b>Social Science Mode of Thought</b>	6	1-4
<b>Historical Mode of Thought</b> (Upper Division)	3	3-4
<b>Literary Mode of Thought</b> (Upper Division)	3	3-4
<b>Scientific Mode of Thought</b> (Include one lab science) (One science course must be taken at the 300 or 400 level)	7	1-4
<b>Cultural Mode of Thought</b>	3	1-4
<b>TOTAL</b>	<b>22*</b>	

\*19 net credits – 3 credits from the required liberal arts minor may be applied to this distribution

**LIBERAL ARTS ELECTIVE** 3 1-4

LIBERAL ARTS MINOR REQUIREMENT	CREDITS	YEAR
<b>Selection is made from a variety of liberal arts disciplines</b> (Some minors require more than 12 credits)	12	1-4

### MARKETING CONCENTRATION

<b>Consumer Behavior</b> (MKT311)	3	3
<b>Marketing Research</b> (MKT312)	3	3
<b>Marketing Policy and Problems</b> (MKT412)	3	4
<b>Marketing Electives</b> (Must include one 400-level elective)	9	3-4
<b>TOTAL</b>	<b>18</b>	
<b>OPEN ELECTIVES</b>	12	1-4
<b>TOTAL DEGREE REQUIREMENTS</b>	<b>122 CREDITS</b>	