



The marketing program at Georgia Southern University offers a four-year bachelor's degree with three separate specializations targeting major marketing sectors to allow students to focus on a career path best suited to their interests.

BBA in Marketing

The Bachelor of Business Administration (BBA) in marketing involves a comprehensive study of the concepts, techniques, and tools for developing marketing strategies and programs. Students are prepared to help organizations decide which consumer groups to serve and which product and services to produce, and to set appropriate levels of promotional effort, pricing, and other considerations in generating sales.

Business Core

- BUSA 3131** - Business Statistics
- BUSA 3132** - Applied Stats & Optimization
- BUSA 4131** - Strategic Management
- CISM 3131** - Management Info. Systems
- FINC 3131** - Principles of Corporate Finance
- MGNT 3130** - Principles of Management

Major Courses*

- MGNT 3430** - Operations Management
- MKTG 3131** - Principles of Marketing
- MKTG 4131** - Marketing Research
- MKTG 4136** - International Marketing
- MKTG 4137** - Marketing Management
- 5 Additional Courses Required in MKTG****

Fashion Merchandising**

The Fashion Merchandising emphasis is designed to provide you with a broad knowledge of business and marketing while stressing the areas of fashion and retailing.

- FMAD 3231** - Fashion Fundamentals
- FMAD 3232** - Principles of Merchandising
- MKTG 3135** - Principles of Retailing
- MKTG 4132** - Retail Store Management

Retail Management**

The Retail Management emphasis is designed to address retail specific issues as well as consumer behavior in the marketplace.

- MKTG 3135** - Principles of Retailing
- MKTG 4132** - Retail Store Management
- MKTG 4135** - Buyer Behavior

Sales and Sales Management**

The Sales and Sales Management emphasis serves the needs of students interested in sales and sales management as a potential career opportunity.

- MKTG 3133** - Professional Selling
- MKTG 4232** - Advanced Selling
- MKTG 4133** - Sales Management

*Core coursework not included.

**Areas of specialization may require additional courses.

DEPARTMENT OF MARKETING

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Marketing Career Options

- Advertising
- Event Marketing
- Market Researcher
- Product Manager
- Public Relations Specialist
- Retailing
- Sales Manager

Our marketing graduates have successful careers with

- Belk, Inc.
- The Coca-Cola Company
- Enterprise Rent-A-Car
- Fastenal Company
- Graybar Corporation
- Gulfstream Aerospace Corporation
- The Home Depot
- JCB, Ltd.
- McAfee, Inc.
- Target Corporation
- Toys "R" Us, Inc.
- United Parcel Service (UPS)

