

## MARKETING

Marketing involves the design, pricing, promotion and distribution of goods and services for consumers. Marketing encompasses consumer behavior, retail business site selection, store layout, distribution, promotion of new and existing products or services, impact of foreign cultures on marketing systems, budgetary issues, market information gathering and sales force management.

The Marketing Department at Wichita State University provides students with classes designed to help students grasp marketing's critical role in analyzing consumer needs and the importance of securing information designed to ensure that goods, services and ideas created by a firm match buyer expectations.

In collaboration with the Elliott School of Communication, a new minor in Personal Selling is now available. Personal Selling focuses on face-to-face interaction and personal communications between a seller and a buyer.

Also, available is an emphasis in real estate. The Marketing-Real Estate option prepares students for careers in commercial and residential real estate brokerage and property management.

The W. Frank Barton School of Business also offers a Master of Business Administration with a concentration in Marketing.

### Advantages

Wichita State University is located in the largest economic and cultural center in the state of Kansas. Because of the location, the W. Frank Barton School of Business utilizes relationships with local, national and international companies to provide real-world experiences. Some companies who have partnered with the Barton School of Business include Allen, Gibbs & Houlik LC, Grant Thornton, Dean and Deluca, Koch Industries Inc., LSI, Spirit AeroSystems Inc., The Coleman Company, Cargill, and CID Group in China.

All business students are encouraged to take advantage of the following opportunities available: Cooperative Education, Internships, Career Network Experience, Community Organizations, Student Groups, National Student Exchange, and Study Abroad. The Barton School of Business currently has study abroad exchange programs in Austria, Germany, Sweden, France, Mexico, China, Taiwan, and Japan with many classes taught in English.

The W. Frank Barton School of Business is committed to excellence in teaching, research and

publication. The faculty represents diverse interests, certifications, and backgrounds. The faculty members publish regularly in a variety of top business journals, and have also written several business textbooks. Faculty members have received or been nominated for numerous awards for teaching, such as the WSU Regents Teaching Award, the WSU Board of Trustees in Excellence in Teaching Award, and the Academy for Effective Teaching Award.

The Barton School is accredited by AACSB International – the Association to Advance Collegiate Schools of Business. AACSB Accreditation is the longest standing and most recognized professional accreditation in the world. The Barton School of Business maintains the highest level of accreditation by having all business and accounting programs at all levels (undergraduate and graduate) being accredited. Less than 5% of the world's business schools have earned AACSB Accreditation. Only 175 institutions have earned the specialized AACSB Accreditation for Accounting.

The scholarship program annually commits over a quarter million dollars to students in all areas of business. Scholarships range from \$250 to the \$44,000 Clay Barton Scholarship.

### Admission

When you choose to major in Marketing, you are admitted to the W. Frank Barton School of Business. An academic adviser from the Business Advising Center will help you enroll in an orientation course where you will learn to develop a study plan and specific requirements for degree completion.

### Related Programs

All business majors share the Advanced Standing and Business Core Requirements. Students may choose to double major or minor in other areas of business such as accounting, economics, entrepreneurship, finance, human resource management, international business, management, management information systems, operations management and personal selling.

The W. Frank Barton School of Business also offers four master's degree programs. Students may choose to specialize in general business administration, finance, marketing, entrepreneurship & innovation, health care administration, technology & operations management, or get a master's degree in accounting or economics.

# Bachelor of Business Administration – Marketing

## General Requirements:

The Barton School of Business requires that 50 percent of business courses be completed at Wichita State University. Community college transfer students must complete 60 hours at a 4-year institution. A minimum of 124 hours is required for a Bachelor of Business Administration degree.

Orientation Requirement	
Course	Hours
For in-coming freshmen:	
Becoming a Business Student I	1
Becoming a Business Student II	1
For transfer and returning students:	
Transferring to the Barton School of Business	1

Basic Skill Course Requirements	
College English I	3
College English II	3
Public Speaking	3
College Algebra	3
<i>Note: The above must be completed in the first 48 hours of college coursework with a grade of C- or better.</i>	

Advanced Standing Requirements	
Business Calculus*	3
Introductory Business Statistics	3
Statistical Software Applications for Business	1
Principles of Macroeconomics*	3
Principles of Microeconomics*	3
Business Software	3
Financial Accounting	3
Managerial Accounting	3

Basic Skill and Advanced Standing Requirements must be completed before enrolling in upper-division business courses.

General Education Requirements	
Introductory Logic	3
General Psychology or Introduction to Sociology	3
Introductory course from a fine arts discipline	3
Introductory course from a humanities discipline outside of philosophy	3
Introductory course from biology, chemistry, geology, or physics	3
One issues and perspective course OR further study courses from the same discipline as one of the introductory courses in fine arts, humanities, natural science or mathematics	3

\* Used to meet the remaining general education requirements

Wichita State University reserves the right to revise or change rules, charges, fees, schedules, courses, requirements for degrees, and any other regulations affecting students whenever considered necessary or desirable.

## Notice of Non-discrimination

Wichita State University does not discriminate on the basis of race, religion, color, national origin, gender, age, marital status, sexual orientation, status as a Vietnam-era veteran, or disability. Any person having inquiries concerning this may contact the Office of Equal Employment Opportunity, Wichita State University, 1845 Fairmount, Wichita, KS 67260-0145; telephone (316) 978-3001.

Business Core Requirements	
Course	Hours
Marketing	3
The Entrepreneurial Experience	3
International Business*	3
Financial Management I	3
Introduction to Production and Operations Management	3
Principles of Management	3
Management Information Systems	3
Legal Environment of Business	3
Strategic Management	3

Requirements for the Major	
<b>Required Courses for Both Options:</b>	
Marketing Research	3
Consumer Behavior	3
Marketing Programs	3
<b>General Marketing Option:</b>	
Directed Major Electives (choose two)	6
Retail Management	
Marketing for Service and Nonprofit Organizations	
International Marketing	
Distribution Management	
New Product and Technology Development	
Promotion Management	
Selling and Sales Force Management	
Approved Major Electives	6
See a Business Advisor or Website for approved list	
<b>Emphasis in Real Estate Option:</b>	
Principles of Real Estate	3
Directed Real Estate Electives (choose two)	6
Real Estate Law	
Real Estate Finance	
Real Estate Appraisal	
Real Estate Investment Analysis	
Urban Land Development	
Directed Marketing Elective (choose one)	3
Selling and Sales Force Management	
Marketing for Service and Nonprofit Organizations	

<b>Electives</b> (business or non-business)	22
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Check out our website at [www.wichita.edu/business](http://www.wichita.edu/business)

## For More Information:

To receive more information or to arrange a campus visit, contact:

Office of Admissions  
 Wichita State University  
 1845 Fairmount, Wichita, Kansas 67260-0124  
 Telephone (316) 978-3085  
 Toll-free in Kansas (800) 362-2594  
[www.wichita.edu/admissions](http://www.wichita.edu/admissions)