

# Marketing

MAJOR @ VITERBO UNIVERSITY



01/11

## Overview

The Dahl School of Business at Viterbo University offers a Bachelor of Business Administration with a major in marketing. Students may also combine their BBA in marketing with a Master of Business Administration degree and finish both degrees in just five years by enrolling in Viterbo's 4+1 BBA/MBA program.

The marketing major prepares learners for a wide variety of jobs in marketing, including advertising, sales, product management, services marketing, etc. The marketing major studies how products and services are developed, priced, promoted, distributed, and sold. The process requires an understanding of buyer and seller behavior within the context of the overall market environment. All marketing majors in the Dahl School of Business develop practical and relevant skills in a variety of settings including required field practicum and optional internships.

## Why Viterbo?

All programs offered by the Dahl School of Business:

- are built upon a liberal arts foundation providing active, engaged, and diverse learning.
- provide opportunities for internships, service learning, and study abroad.
- provide professional preparation integrating theory and practice.
- incorporate ethical decision-making, corporate social responsibility, and communication.

## Career Options

The employment outlook for marketing graduates continues to be very favorable in all areas. Currently, more than 20 million people have careers in marketing. No other field in business, and few other professions, offers as many different career possibilities as the field of marketing. In addition to varied career options, a marketing career provides excellent preparation for upper management positions in all types of organizations. Graduates also have the chance to earn a top salary in relation to other careers. According to the American Marketing Association, salaries for entry-level marketing positions are expected to rise much higher than the rate of inflation over the next several years. Some of the more popular career opportunities for marketing graduates include:

- advertising, promotion, and marketing communication
- marketing research specialists
- product and brand managers
- sales and sales management

**For More Information** [www.viterbo.edu/mktg](http://www.viterbo.edu/mktg)

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# Sample Four-Year Marketing Program

YEAR ONE			
FALL		SPRING	
Microeconomics	3 credits	Macroeconomics	3 credits
English Composition	3 credits	English Composition and Literature	3 credits
Business as a Responsible Career Choice	2 credits	Franciscan Values and Traditions - Seminar 100	3 credits
Natural Science elective	4 credits	Fine Arts elective	3 credits
History elective	3 credits	Philosophy elective	3 credits
TOTAL	15 credits	TOTAL	15 credits
YEAR TWO			
FALL		SPRING	
Interpersonal Management Skills	3 credits	Managerial Accounting	3 credits
Financial Accounting	4 credits	English Literature elective	3 credits
Religious Studies elective	3 credits	MIS Concepts and Applications	4 credits
Managerial Statistics	3 credits	Business Reporting	3 credits
Leading in a Diverse World - Seminar 200	3 credits	Religious Studies elective	3 credits
TOTAL	16 credits	TOTAL	16 credits
YEAR THREE			
FALL		SPRING	
Legal and Ethical Environment of Business	3 credits	Business Law	3 credits
Principles of Marketing	3 credits	Financial Management	3 credits
Principles of Management	3 credits	Consumer Behavior	3 credits
Managerial Marketing	3 credits	International Marketing - DSOB elective	3 credits
The Common Good - Seminar 300	3 credits	Elective	2 credits
Elective	2 credits	Marketing Research	3 credits
TOTAL	17 credits	TOTAL	17 credits
YEAR FOUR			
FALL		SPRING	
Sales and Sales Management	3 credits	Sport and Event Marketing - DSOB elective	3 credits
Project Management - DSOB elective	3 credits	Strategic Management	3 credits
Organizational Behavior and Development	3 credits	Research Methodology in Bus. - DSOB elective	4 credits
Retail Management and E-commerce - elective	3 credits	The Ethical Life - Seminar 400	3 credits
Marketing Field Practicum	4 credits	Personal Economics - DSOB elective	3 credits
TOTAL	16 credits	TOTAL	16 credits

## Mission Statement of the Dahl School of Business

The Dahl School of Business values every student and prepares each one to make a difference as an ethical and effective leader in organizations and society.

## Vision Statement of the Dahl School of Business

Our vision is to be the school of choice in our region for dynamic, personalized, ethics-based business education. Every graduate of our program is motivated and equipped to make a significant contribution to his or her organization and community.

***We make a difference in our students' lives so they can make a difference in the world.***