

# MARKETING MANAGEMENT, BS

## Contact

Office of Undergraduate Programs, 215 Whitman School of Management,  
315-443-2361, whitmanadvising@syr.edu

The Marketing Management program at the Whitman School prepares students to successfully face challenges in today's diverse and dynamic marketplace. Students learn how to understand changing customer needs and to identify customer segments and develop global markets, how to effectively bring new products and services to market and to stimulate demand with persuasive communications, and how to build and sustain profitable customer relationships.

Our Marketing graduates are well prepared for promising careers in a broad range of industries including advertising and digital communications, consumer packaged goods, retail management, financial services, consulting, technology, and ecommerce.

The Whitman Marketing faculty strive to educate future Marketing Management professionals who are enterprising and eager to create value through innovation. In a world rapidly transforming to the digital age, our graduates are ready to take the initiative and thrive in the global marketplace.

## Student Learning Outcomes

In addition to the comprehensive learning outcomes listed in the Whitman School's Undergraduate Education description, students in this major are expected to achieve the following additional learning outcomes:

1. Understand customer needs to inform marketing decisions.
2. Create plans for delivering value to customers through Product, Price, Distribution, and Promotion strategies.
3. Understand marketing decisions in a global setting.

## Major Requirements

In addition to the MAR 255 Principles of Marketing core requirement, students majoring in marketing must take the following courses:

Code	Title	Credits
<b>Junior and Senior Year</b>		
MAR 356	Marketing Research	3
Major electives		12
Business elective		3
Marketing major electives may be chosen from the following:		
MAR 357	Consumer Behavior	
MAR 400	Selected Topics (in Marketing)	
MAR 444	New Product Management	
MAR 445	Brand Management	
MAR 452	Pricing Strategies for Products and Services	
MAR 453	Marketing Analytics	
MAR 454	Digital Marketing	
MAR 455	Marketing Communications	
MAR 456	Global Marketing Strategy	

## Undergraduate University Requirements

The following requirements and experiences apply to all Syracuse University Undergraduate matriculated degree programs.

- IDEA Course Requirement (<https://coursecatalog.syracuse.edu/undergraduate/idea-course-requirement/>)
- First Year Seminar (<https://coursecatalog.syracuse.edu/undergraduate/courses/fys/>)