

LUNDY-FETTERMAN SCHOOL OF BUSINESS
MARKETING

1-800-334-4111 • WWW.CAMPBELL.EDU

THE CAMPBELL PROGRAM

The Marketing major, introduced in 2010, consists of courses designed to prepare students for work in advertising, marketing, promotions, public relations and sales manager jobs.

Successful marketing students will possess strong written and oral communication skills as well as the ability to understand the ethical restraints necessary within the marketing industry.

Students willing to elect a fifth year in their studies at Campbell may, upon qualification, be admitted to the 3/2 program in Business Administration which awards both undergraduate BBA and graduate MBA degrees in just five years.

THE CAMPBELL APPROACH

Small classes that encourage student participation and interaction with professors are typical for the Marketing major. Students electing to use the program's built in free electives may select any university minor to narrow their academic focus or tailor their education to their passions.

Internships are encouraged and allow students to gain work experience and practical training before graduation.

THE CAMPBELL FACULTY

Students are taught by competent and experienced faculty members who have earned the highest degrees in their teaching field.

Faculty who teach courses in Marketing also serve as advisers and are available to work with students outside of the classroom.

Small class sizes in the Lundy-Fetterman School of Business allow dedicated and caring faculty to provide students with excellent instruction and counseling inside and outside of the classroom setting.

THE CAMPBELL RESOURCES

The 76,000-square-foot Lundy-Fetterman School of Business building is equipped with 12-tiered and conventional classrooms, an auditorium, student lounge, business library, computer center, museum, board room, faculty offices and breakout rooms. Marketing courses are taught in this \$12,000,000 plus state-of-the art building.

Four student organizations – Phi Beta Lambda, the Adam SmithFree Enterprise Club, the International Business Club and the Business Leaders of Tomorrow Club – offer students leadership opportunities and

**For more information about the program contact:
The Admissions and Retention Coordinator
1-800-334-4111, ext. 1393 • 910-893-1393
marketing@campbell.edu**

bring a variety of business leaders across the nation to the Buies Creek campus.

THE CAMPBELL STUDENT

Upon graduation, Marketing majors can look forward to lucrative jobs in a growing field.

According to the Bureau of Labor Statistics (BLS), employment in advertising, marketing, promotions and sales is expected to increase by 12% through 2016.

Outstanding students who major in Marketing are eligible to be recognized through the National Honor Society, Sigma Beta Delta, and are eligible for School of Business Endowed scholarships.



BBA IN MARKETING

Requirements for a Major in Marketing

ACCT 213, 214, 325; BADM 100, 125, 221, 222, 300, 313, 314, 331, 332, 336, 345, 441 or 442, 445, 467, 572 and 574; ECON 201, 202 and 453.

CURRICULUM OUTLINE

Marketing

FRESHMAN YEAR

SEMESTER 1			SEMESTER 2		
		HRS			HRS
ENGLISH COMP I	ENGL 101	3	ENGLISH COMP II	ENGL 102	3
COLLEGE ALGEBRA	MATH 111	3	STATISTICS	MATH 160	3
ART/MUSIC/THEATRE	131	3	SCIENCE (W/LAB) ELECTIVE		4
LIFETIME WELLNESS	PE 185	2	GENERAL PSYCHOLOGY	PSYC 222	3
BUS INFO TECH	BADM 125	3	ELECTIVE		3
NEW STUDENT FORUM	BADM 100	1	CU WORSHIP	CUW 100	0.5
CU WORSHIP	CUW 100	0.5			

SOPHOMORE YEAR

SEMESTER 3			SEMESTER 4		
		HRS			HRS
PRIN OF ACCOUNTING I	ACCT 213	3	PRIN OF ACCOUNTING II	ACCT 214	3
WESTERN CIV I	HIST 111	3	BUSINESS LAW II	BADM 222	3
BUSINESS LAW I	BADM 221	3	PRIN OF MARKETING	BADM 313	3
SCIENCE (W/LAB) ELECTIVE		4	WESTERN CIV II	HIST 112	3
MICRO ECONOMICS	ECON 201	3	MACRO ECONOMICS	ECON 202	3
PE ACTIVITY	PE 111	1	ELECTIVE		3
CU WORSHIP	CUW 200	0.5	CU WORSHIP	CUW 200	0.5

JUNIOR YEAR

SEMESTER 5			SEMESTER 6		
		HRS			HRS
INTRO TO CHRISTIANITY	RELG 125	3	RELIGION ELECTIVE	RELG	3
MANAGERIAL ACCOUNTING	ACCT 325	3	PHIL OF BUSINESS	BADM 300	3
PRIN OF MANAGEMENT	BADM 331	3	HR MANAGEMENT	BADM 332	3
BUSINESS COMM	BADM 336	3	QUANTITATIVE METHODS	BADM 345	3
RETAIL MANAGEMENT	BADM 441		MARKETING RESEARCH	BADM 445	3
OR		3			
ADVERTISING	BADM 442				

SENIOR YEAR

SEMESTER 7			SEMESTER 8		
		HRS			HRS
CORPORATE FINANCE	BADM 314	3	STRATEGIC MARKETING	BADM 467	3
GLOBAL MARKETING	BADM 572	3	CONSUMER BEHAVIOR	BADM 574	3
ENGLISH LITERATURE	ENGL LIT	3	ENGLISH LITERATURE	ENGL LIT	3
NATIONAL GOVT	POLS 229	3	MONEY AND BANKING	ECON 453	3
ELECTIVE		3	ELECTIVE		3

TOTAL HOURS 128

English Comp – Students with an SAT verbal score below 450 will be enrolled in ENGL 100; 450-699 students will be enrolled in ENGL 101; 700 and above with at least a “B” average in high school students will be enrolled in ENGL 102.

English Literature – The ENGL LIT requirement may be satisfied by completing any two of the following literature courses: ENGL 201, 202, 203, 204 or 205, or with a 300-level Foreign LANG LIT.

Science Elective – Can be chosen from any 4-hour science courses with a lab.

Electives – Any course can be used for an elective; however, Lundy-Fetterman School of Business students should consider a minor when planning course work.

The Campbell Advantage

Most universities and many colleges offer the Marketing major, but Campbell offers you a program that is exceptionally strong and unique, because...

- Students enjoy small-classroom settings and personal attention.
- Campbell provides a distinctive dedication to quality liberal arts education, free enterprise and our Christian Mission.
- You will have the opportunity to be a recognized leader by holding an office in a club or becoming a student mentor.
- You may elect to enter the 3/2 program leading to both BBA and MBA degrees in just five years.
- You are exposed to entrepreneurship and practical internships.

The major requirements outlined within this brochure are intended as a guideline, and the curriculum outlines are only a sample. The most recent copy of the University's Undergraduate Studies Bulletin is the official source related to curriculum guidelines. It is the student's responsibility to consult with his/her academic adviser.