

College of Business Administration

Marketing

Overview

Marketing involves the development of products — including pricing, promotion and distribution — while creating and delivering exceptional value by fulfilling the customer needs. Businesses include marketing in their overall strategy to maintain market placement and attain a global competitive advantage.

At K-State, the marketing program provides students with the insight to identify marketing opportunities, develop appropriate strategies and put them into action. Students draw from psychology, sociology, economics and other areas to better understand the needs and motivations of customers. Through courses, internships, study abroad experiences and independent studies, our students thrive in an atmosphere is that allows them to grow in the area of their choosing.

Professional options

Careers

Kansas State University marketing graduates have a high placement record in a variety of careers in business, government and nonprofit organizations. We maintain close relationships with firms from many industries around the country, allowing our students versatility in their location and marketing position.

Professional strategic selling

Sales representatives act as consultants, adding value to the client's business and building revenue. Sales representatives combine listening and interpersonal skills with a strategic mindset to solve customer problems. Sales tends to be a "spotlight" career; your value to the firm is recognized as you drive revenue. Some examples of sales positions::

- Account manager
- Sales representative
- Business development manager
- Territory manager

Points of pride

Kansas State University's College of Business Administration cares about the success of its students in their future careers. The college's Professional Advantage program helps students develop their marketability and matches them with a K-State alumni mentor.

Marketing analytics

Marketing analytics is the newest and fastest-growing segment in marketing. Employees in marketing analytics gather, analyze and interpret data for their firm. Those who can interpret data are vital because understanding data allows the firm to optimize its return on investment and its overall performance. Examples of positions in marketing analytics:

- Database marketing analyst
- Market research analyst
- Product marketing analyst
- Digital marketing manager

Marketing management

Marketing management includes oversight of product, brand, promotion and distribution management. Marketing management courses give students the background needed for product development, retailing, advertising and digital marketing. Examples of positions in marketing management:

- Account coordinator
- Event/account planner
- Brand/content manager
- Marketing coordinator/associate
- Media planner
- Digital marketing manager

Employers

Marketing positions are found in almost all industries, as well as government and not-for-profit organizations. Our curriculum prepares students for positions in professional selling, research, advertising, retailing, brand management, distribution and other marketing management areas.

Job experience

College of Business Administration students often hold prestigious summer internships, most of which are paid. Our students are highly sought after; in fact, more than 90 percent find relevant jobs or choose to continue their education within three months after graduation. Students also can take part in events throughout the year to hone their marketing skills and job-hunting abilities, including independent studies with faculty, study abroad opportunities, career development and K-State Sales Week.

Academics

Accreditation

The College of Business Administration is among an elite 10 percent of the approximately 1,680 business schools and colleges in the nation to hold accreditation by the Association to Advance Collegiate Schools of Business for all business and accounting programs.

Faculty

Our highly qualified faculty members are dedicated to providing an outstanding educational experience for students. The talented marketing faculty have won many outstanding teaching awards and are well-known researchers.

Advising

All business students are assigned a professional academic advisor. Academic advisors provide individualized and comprehensive services to help students with all aspects of their academics and extracurricular activities. The academic advising team utilizes an integrated framework for successfully navigating the college experience from start to finish. Their main goals are to help students be successful in the program and be prepared for their future careers.

Professional development

Business students have the exclusive opportunity to participate in Career Development, the college's professional development program. Its three components — Professional Advantage certification, Executive Mentor and Career Coach — will provide you with training and support in developing nontechnical skills needed to identify a career path, pursue professional goals and find success in life and work.

Professional Advantage certification provides career-focused training sessions taught by industry professionals. In the Executive Mentor program, students are connected with successful K-State alumni and friends who will support you in achieving your professional goals. The Career Coach program provides a one-on-one coach to develop your career objectives and determine which opportunities will best prepare you for your dream job.

Financial assistance

The college awards scholarships to first-year, transfer and continuing education students. In addition, the college also offers business-specific scholarships to be used for study abroad programs.

Suggested coursework

Students entering the College of Business Administration for the first time enroll in the Business Administration Pre-Professions Program, or BAPP. Students with previous academic work either at K-State or elsewhere requesting transfer to the College of Business Administration must have a 2.5 or higher GPA to enroll in the BAPP curriculum.

Students remain in the BAPP until they meet the requirements for admission to their chosen business major and complete an application to degree plan. Students who do not meet the admission criteria for their chosen major by 60 credit hours — with at least 15 K-State graded hours — will be dismissed from the College of Business Administration.

Applicants in marketing must have a minimum cumulative GPA of 2.5 and have completed at least 45 credit hours — 12 of which must be K-State graded hour — to be considered for admission.

The business curriculum is designed to provide both breadth and depth throughout the student's educational experience. Students will begin taking business courses during the freshman year, along with foundation courses like written and oral communication, math and economics, and general education courses that encourage personal growth in areas such as cultural development and understanding the natural and physical world.

Most students will take at least one course in each of the core areas of business — accounting, finance, management and marketing — before pursuing the required major field courses in the marketing major.

To encourage academic diversity later in the student's career, all business students will be required to complete a nine credit hours thematic sequence in an area such as economics, agriculture, law, gerontology or geography. This sequence allows students to gain an in-depth specialization in a focused area of study. Students who pursue a minor or second major outside the College of Business Administration may use this coursework to complete their thematic sequence requirement.

BAPP requirements

Hrs.	Courses	
2	COMM 105	Public Speaking 1A
3	ENGL 100	Expository Writing I
3	ENGL 200	Expository Writing II
3	ENGL 417	Written Communication for the Workplace
3	MATH 100	College Algebra
3	MATH 205	General Calculus and Linear Algebra
3	STAT 350	Business and Economics Statistics I
3	STAT 351	Business and Economic Statistics II
3	ECON 110	Macroeconomics
3	ECON 120	Microeconomics
16	Nonbusiness courses. Students must complete at least one course in each of the following categories: aesthetic experience and interpretive understanding, global perspectives, human diversity in the U.S., natural and physical sciences with lab, and nonbusiness elective (chosen from any K-State 8 category).	
9	Thematic sequence	

Business core courses

Hrs.	Courses	
0	GENBA 101	Business Orientation
3	ACCTG 231	Accounting for Business Operations
3	ACCTG 241	Accounting for Investing and Financing
3	FINAN 450	Principles of Finance
3	GENBA 110	Business Foundations
0	GENBA 166	Business Information Technology Skills Proficiency
3	MANGT 366	Information Technology for Business
3	MANGT 420	Management Concepts
3	MANGT 421	Introduction to Operations Management
3	MANGT 595	Business Strategy
3	MANGT 596	Business Ethics and Corporate Citizenship
3	MKTG 400	Marketing

Major courses

Hrs.	Courses	
3	MKTG 450	Consumer Behavior
3	MKTG 542	Fundamentals of Professional Selling
3	MKTG 544	International Marketing
3	MKTG 690	Marketing Management

Marketing majors must choose from one of the following three areas of emphasis

Sales option

Hrs.	Courses	
3	MKTG499	Sales Internship
3	MKTG 560	Sales Force Leadership
3	MKTG 570	Advanced Selling

Marketing analytics option

Hrs.	Courses	
3	MKTG 580	Business Intelligence for Strategic Decision Making
3	MKTG 581	Marketing Analytics
3	MKTG 642	Marketing Research

Marketing management option

Students in this option can choose from any of the courses above.

Students in the any option can choose from the following electives. All marketing students must take nine credit hours within the major.

Hrs. Courses

3	MKTG 490	Undergraduate Research Experience
3	MKTG 495	Marketing Internship
3	MKTG 496	Special Topics in Marketing
3	MKTG 498	Independent Study in Marketing
3	MKTG 541	Retailing
3	MKTG 543	Integrated Marketing Communications
3	MKTG 545	Marketing Channels
3	MKTG 546	Services Marketing
3	MKTG 547	International Business
3	MKTG 550	Business Marketing
3	MKTG 580	Business Intelligence for Strategic Decision Making
3	MKTG 630	Sports Marketing
3	MKTG 635	Digital Marketing

Economics electives

Hrs. Courses

6 hours

Unrestricted Electives

Hrs. Courses

12 hours

For more information about marketing, contact:

Department of Marketing
College of Business Administration
Kansas State University
1301 Lovers Lane
Manhattan, KS 66506-0506
785-532-6008
businessadvising@k-state.edu
cba.k-state.edu

For more information about Kansas State University, contact:

Office of Admissions
Kansas State University
119 Anderson Hall
919 Mid-Campus Drive North
Manhattan, KS 66506-0102
1-800-432-8270 (toll free) or
785-532-6250
k-state@k-state.edu
k-state.edu/admissions

KANSAS STATE UNIVERSITY

Notice of nondiscrimination

Kansas State University prohibits discrimination on the basis of race, color, ethnicity, national origin, sex (including sexual harassment and sexual violence), sexual orientation, gender identity, religion, age, ancestry, disability, genetic information, military status, or veteran status, in the University's programs and activities as required by applicable laws and regulations. The person designated with responsibility for coordination of compliance efforts and receipt of inquiries concerning nondiscrimination policies is the University's Title IX Coordinator: the Director of the Office of Institutional Equity, equity@k-state.edu, 103 Edwards Hall, Kansas State University, Manhattan, Kansas 66506, (785) 532-6220. The campus ADA Coordinator is the Director of Employee Relations, charlott@k-state.edu, who may be reached at 103 Edwards Hall, Kansas State University, Manhattan, Kansas 66506, (785) 532-6277.

Post-Graduation Statistics
k-state.edu/postgrad-stats
ksdegrestats.org