



# Business Administration - Marketing Concentration

## About this Composite Major

Students who successfully complete the marketing concentration develop resume building skills including analytics, search engine optimization, search engine marketing, email marketing, social media advertising and management as well as communication, interpersonal, and teamwork skills. Graduates will have many opportunities for good paying careers with great job satisfaction.

## Meet a Student



"Valley City State University was the perfect choice for me right out of high school because I came undecided. Being able to explore the many different career paths VCSU has to offer and having such an affordable price was a huge factor in me coming to VCSU. Not only that, but when I explored the business administration major, I was instantly drawn to the classes, teaching styles of the professors, and the opportunities that came with the marketing concentration."  
- Macy Schlaht, Valley City, N.D.

"During my time at VCSU, I completed a social media marketing internship with a local home furnishing business to establish a social media presence on Facebook and Instagram and to redesign their website. Our goal was to create more leads as well as establish our brand online. I used what I learned in my marketing classes to create engaging content for our followers, to better understand who the company was, and what they had to offer as well as advertise the specials we were running. I

also completed a digital marketing certification exam as part of the digital marketing course that is a part of the marketing concentration that helped me with my work at my internship as well as provided an industry recognized certificate to put on my resume. Looking back, I wouldn't change a thing about my time at VCSU." Steven Lopez, El Paso, TX

## Career Opportunities



The marketing concentration prepares students for careers such as:

- Marketing Coordinator
- Advertising Assistant
- Sales Representative
- Customer Service Representative
- Social Media Manager
- Digital Marketer
- Market Research Analyst
- Brand Manager

## Get Involved in your Major

**Business Club:** There are many ways to get involved in your major. Among other things, you can participate in competitions, attend guest lectures, or join the business club. The goal of the club is to provide opportunities for students to develop the skills, abilities, and leadership qualities necessary to enter and be successful in the workplace. This organization allows business students to network and focus their time and energy on activities that will enhance their



www.vcsu.edu - catalog.vcsu.edu - 101 College St SW, Valley City, ND 58072 - 800-532-8641 - 701-845-7202

educational experiences and better prepare them for the job market.

## Practical Experience

Students are encouraged to earn credits by extending their learning beyond the classroom. Job shadowing opportunities exist that allow students to observe the performance of employees in careers related to their area of study. Students will have the opportunity to participate in tours, workshops, fairs, and conferences.

An internship or business practicum is a valuable learning experience that can enhance the student's educational experience. These hands-on learning opportunities allow students to apply knowledge to real-world situations, gain opportunities to network and may lead to career job offers. The business practicum includes a student-led business incubator and a volunteer tax preparation site. Area businesses and organizations that have offered internships to VCSU students include Arthur Companies Inc., The ARC Group, Bank Forward, Central Ag Consulting, Columbia Grain, Dakota Bank, Doosan Bobcat, John Deere Seeding Group, Larson Grain, Nutrien Ag Solutions, Riverton Research Inc., USDA Farm Service Agency, Valley Plains Equipment, and Wold Engineering.

## Contact Information

### Department Chair and Faculty Contact

Tammy Katuin, tammy.katuin@vcsu.edu, (701) 845-7513

### Department Location

Vangstad 120

### Schedule your visit today!

<http://visit.vcsu.edu/>

(701) 845-7101 or (800) 532-8641



**Learn more  
about studying  
Business  
Administration  
at Valley City  
State University**

## General Education Requirements

Code	Title	Credits
<b>English Composition</b>		
Select one of the following:		6
ENGL 110	College Composition I	
ENGL 120	College Composition II	
	or ENGL 121 Introduction to Professional Writing	
or		
ENGL 120	College Composition II	
	or ENGL 121 Introduction to Professional Writing	
ENGL 210	College Composition III: Persuasive Writing	
<b>Speech Communication</b>		
Select one of the following:		3
COMM 110	Fundamentals of Public Speaking	
COMM 212	Interpersonal Communication	
COMM 216	Intercultural Communication	
<b>Mathematics</b>		
Select one of the following:		3
MATH 103	College Algebra	
MATH 104	Finite Mathematics	
MATH 107	Precalculus	
MATH 110	Mathematics in Society	
MATH 165	Calculus I	
MATH 210	Elementary Statistics	
<b>Lab Science</b>		
Select two of the following, one must come from the Natural and Physical Sciences category		8
Natural and Physical Sciences (ND:LABSC)		
BIOL 111	Concepts of Biology	
BIOL 150	General Biology I	
BIOL 151	General Biology II	
BIOL 170	General Zoology	
CHEM 115	Introductory Chemistry	
CHEM 116	Introduction to Organic and Biochemistry	
CHEM 121	General Chemistry I	
CHEM 122	General Chemistry II	
GEOL 100	Introduction to Earth Science	
GEOL 106	The Earth Through Time	
PHYS 100	Concepts of Physics	
PHYS 110	Introductory Astronomy	
PHYS 211	College Physics I	
PHYS 212	College Physics II	
PHYS 251	University Physics I	
PHYS 252	University Physics II	
Additional Sciences (ND:SCI)		
PSYC 240	Cognition and Brain Science	
TECH 161	Technology, Engineering, and Design	
TECH 165	Technology Solutions for Society	
<b>Wellness</b>		
Select one of the following:		2
HPER 100	Concepts of Fitness and Wellness	
HPER 212	Introduction to Stress Management	
<b>Computer Science and Literacy</b>		
Select one of the following:		3
CIS 147	Principles of Information Security	
CIS 170	Introduction to Computer Information Systems	2,3



www.vcsu.edu - catalog.vcsu.edu - 101 College St SW, Valley City, ND 58072 - 800-532-8641 - 701-845-7202

CSCI 120	Introduction to Programming
CSCI 127	Introduction to Programming in Java
CSCI 160	Introduction to Structured Programming I
CSCI 289	Social Implications of Computer Technology <sup>3</sup>
SE 110	Discovering Computing

**Digital Literacy**

Select one of the following:

CIS 170	Introduction to Computer Information Systems <sup>3</sup>
CSCI 289	Social Implications of Computer Technology <sup>3</sup>

**Humanities**

**Literacies**

Select one of the following: 3

ASL 101	American Sign Language I
ASL 102	American Sign Language II
COMM 211	Oral Interpretation
ENGL 220	Introduction to Literature
ENGL 225	Introduction to Film
ENGL 231	Bible as Literature
ENGL 232	Mythology
ENGL 236	Women and Literature
ENGL 241	World Literature I
ENGL 242	World Literature II
ENGL 261	American Literature I
ENGL 262	American Literature II
HUM 201	Civilization, Thought, and Literary Heritage
PSYC 200	Ethics and Philosophy of Science
SPAN 101	1st Year Spanish I
SPAN 102	1st Year Spanish II
SPAN 201	2nd Year Spanish I
SPAN 202	2nd Year Spanish II
THEA 110	Introduction to Theatre Arts

**Art and Music**

Select one of the following: 3

ART 110	Introduction to the Visual Arts
ART 115	Introduction to Digital Media
ART 210	Art History I
ART 211	Art History II
ART 233	History of Craft
HUM 202	Fine Arts and Aesthetics
MUS 100	Music Appreciation
MUS 101	Music Fundamentals
MUS 201	World Music
MUS 207	History of Popular/Rock Music

**Social Science**

Select 6 credits from the following: 6

ANTH 111	Introduction to Anthropology
COMM 112	Understanding Media and Social Change
COMM 114	Human Communication
ECON 201	Principles of Microeconomics <sup>1</sup>
ECON 202	Principles of Macroeconomics <sup>1</sup>
GEOG 151	Human Geography
HIST 103	United States to 1877
HIST 104	United States to Present
HIST 211	World Civilizations to 1500
HIST 212	World Civilizations since 1500
HIST 267	Environmental History
HIST 270	Native American Studies
POLS 115	American National Government

POLS 116	State and Local Government
PSYC 111	Introduction to Psychology
SOC 110	Introduction to Sociology
SOC 111	Introduction to Anthropology

**Additional Humanities or Social Science**

Select one additional course from Humanities or Social Science 2 or select from the following:

ART 122	Two-Dimensional Design
ART 130	Drawing I
ART 150	Ceramics I
ART 180	Photography I
ART 182	Art With a Smartphone
GEOG 111	Survey of Geography
MUS 104	Group Piano for Non-Majors
MUS 105	Group Piano for Non-Majors
MUS 130	Valkyries
MUS 131	Concert Choir
MUS 140	Athletic Band
MUS 141	Concert Band
PHYS 275	Planetarium Science
THEA 201	Theatre Practicum

**Total Credits** 39

<sup>1</sup> ECON 201 & ECON 202 are required for the Business Administration Major.

<sup>2</sup> Required

<sup>3</sup> CIS 170 and CSCI 289 may be used to satisfy both the Computer Science and Literacy and the Digital Literacy requirement for Gen Ed.

**Major Requirements**

Code	Title	Credits
<b>Required Courses</b>		
<b>Electives/Internship</b>		
ACCT 200	Elements of Accounting I	3
ACCT 201	Elements of Accounting II	3
ACCT 315	Business in the Legal Environment	3
BUSI 214	Business Communications	3
BUSI 336	Business Data Solutions	3
BUSI 350	Operations Management	3
BUSI 480	Strategic Planning	3
BUSI 485	Entrepreneurship	3
BUSI 491	Senior Seminar	1
CIS 105	Microcomputer Spreadsheets	2
CIS 329	Information Systems Management	3
FIN 375	Managerial Finance	3
MATH 210	Elementary Statistics	3
MGMT 269	Business Ethics	3
MGMT 302	Principles of Management	3
MGMT 460	International Business	3
MRKT 301	Principles of Marketing	3
<b>Total Credits</b>		<b>48</b>



## Marketing Concentration

Code	Title	Credits
<b>Required</b>		
MRKT 310	Digital Marketing	3
MRKT 370	Advertising and Promotions	3
MRKT 375	Consumer Behavior	3
MRKT 415	Marketing Research	3
<b>Directed Electives</b>		
Select three (9 Credits) from the following:		
ART 115	Introduction to Digital Media	
BUSI 497	Internship or BUSI 387 Business Practicum	
COMM 314	Public Relations	
ENGL 420	Writing for the Web	
MRKT 340	Professional Sales	
MRKT 405	Retailing	
MRKT 414	Social Media Management	
<b>Total Credits</b>		<b>21</b>

**Total General Education 39 Hours**  
**Total Major Requirement 48 Hours**  
**Total Concentration Requirements 21 Hours**  
**Total Credits Needed to Graduate 120 Hours**

For degree and graduation requirements, visit degree requirements and graduation requirements (<http://catalog.vcsu.edu/undergraduate-catalog/academic-affairs/degree-requirements/>).

## Plan of Study

First Year			
Fall	Credits	Spring	Credits
ACCT 200	3	ACCT 201	3
CIS 170 (Gen Ed)	3	ENGL 125 (Gen Ed)	3
ENGL 110 (Gen Ed)	3	Lab Science (Gen Ed)	4
HPER 100 or 212 (Gen Ed)	2	MATH 104 or 107 (Gen Ed)	3
MGMT 269	3	Speech Communication (Gen Ed)	3
UNIV 150	1		
		<b>15</b>	<b>16</b>
Second Year			
Fall	Credits	Spring	Credits
ACCT 315	3	BUSI 214	3
ECON 201 (Gen Ed)	3	BUSI 336	3
FIN 375	3	ECON 202 (Gen Ed)	3
Literacies (Gen Ed)	3	MATH 210	3
MGMT 302	3	MRKT 301	3
		<b>15</b>	<b>15</b>
Third Year			
Fall	Credits	Spring	Credits
Additional Humanities or Social Science (Gen Ed)	2	BUSI 350	3

Art and Music (Gen Ed)	3	CIS 329	3
Lab Science (Gen Ed)	4	Directed Elective	3
MRKT 310	3	Elective	3
MRKT 370	3	Elective	3
		<b>15</b>	<b>15</b>
Fourth Year			
Fall	Credits	Spring	Credits
BUSI 480	3	BUSI 485	3
Directed Elective	3	BUSI 491	1
Directed Elective	3	Directed Elective	3
Elective	3	Elective	3
MGMT 460	3	Elective	1
		MRKT 415	3
		<b>15</b>	<b>14</b>

**Total Credits 120**

Please note: This plan is intended for general information only. Students are strongly encouraged to meet with their academic advisor each semester before registration.

## Online Course Rotation

Fall Even Years

ACCT 200	Elements of Accounting I	3
ACCT 315	Business in the Legal Environment	3
BUSI 214	Business Communications	3
BUSI 350	Operations Management	3
BUSI 485	Entrepreneurship	3
BUSI 491	Senior Seminar	1
BUSI 497	Internship	3-12
ECON 202	Principles of Macroeconomics	3
FIN 375	Managerial Finance	3
MATH 210	Elementary Statistics	3
MGMT 302	Principles of Management	3
MRKT 301	Principles of Marketing	3
MRKT 405	Retailing	3

Fall Odd Years

ACCT 200	Elements of Accounting I	3
ACCT 315	Business in the Legal Environment	3
BUSI 214	Business Communications	3
BUSI 350	Operations Management	3
BUSI 485	Entrepreneurship	3
BUSI 491	Senior Seminar	1
BUSI 497	Internship	3-12
ECON 202	Principles of Macroeconomics	3
MATH 210	Elementary Statistics	3
MGMT 302	Principles of Management	3
MGMT 269	Business Ethics	3
MRKT 301	Principles of Marketing	3
MRKT 370	Advertising and Promotions	3

Spring Even Years

ACCT 201	Elements of Accounting II	3
ACCT 315	Business in the Legal Environment	3



www.vcsu.edu - catalog.vcsu.edu - 101 College St SW, Valley City, ND 58072 - 800-532-8641 - 701-845-7202

BUSI 336	Business Data Solutions	3
BUSI 480	Strategic Planning	3
BUSI 491	Senior Seminar	1
BUSI 497	Internship	3-12
ECON 201	Principles of Microeconomics	3
MATH 210	Elementary Statistics	3
MGMT 302	Principles of Management	3
MGMT 460	International Business	3
MRKT 301	Principles of Marketing	3
MRKT 310	Digital Marketing	3
MRKT 340	Professional Sales	3
MRKT 414	Social Media Management	3
MRKT 415	Marketing Research	3

Spring Odd Years

ACCT 201	Elements of Accounting II	3
ACCT 315	Business in the Legal Environment	3
BUSI 336	Business Data Solutions	3
BUSI 480	Strategic Planning	3
BUSI 491	Senior Seminar	1
BUSI 497	Internship	3-12
CIS 329	Information Systems Management	3
MATH 210	Elementary Statistics	3
ECON 201	Principles of Microeconomics	3
MGMT 269	Business Ethics	3
MGMT 302	Principles of Management	3
MGMT 460	International Business	3
MRKT 301	Principles of Marketing	3
MRKT 310	Digital Marketing	3
MRKT 375	Consumer Behavior	3

Summer Even Years

ACCT 200	Elements of Accounting I	3
ACCT 201	Elements of Accounting II	3
BUSI 214	Business Communications	3
BUSI 350	Operations Management	3
BUSI 480	Strategic Planning	3
BUSI 497	Internship	3-12
MATH 210	Elementary Statistics	3
MGMT 269	Business Ethics	3
MGMT 302	Principles of Management	3
MRKT 301	Principles of Marketing	3

Summer Odd Years

ACCT 200	Elements of Accounting I	3
ACCT 201	Elements of Accounting II	3
BUSI 214	Business Communications	3
BUSI 485	Entrepreneurship	3
BUSI 497	Internship	3-12
FIN 375	Managerial Finance	3
MATH 210	Elementary Statistics	3
MGMT 269	Business Ethics	3
MGMT 302	Principles of Management	3
MGMT 460	International Business	3
MRKT 301	Principles of Marketing	3
MRKT 340	Professional Sales	3

**Face-to-Face Course Rotation**

Fall Even Years

ACCT 200	Elements of Accounting I	3
BUSI 259	Business Club	0
BUSI 336	Business Data Solutions	3
BUSI 387	Business Practicum	1-12
BUSI 480	Strategic Planning	3
ECON 201	Principles of Microeconomics	3
MATH 210	Elementary Statistics	3
MGMT 269	Business Ethics	3
MGMT 302	Principles of Management	3
MGMT 460	International Business	3
MRKT 310	Digital Marketing	3
MRKT 370	Advertising and Promotions	3

Fall Odd Years

ACCT 200	Elements of Accounting I	3
BUSI 259	Business Club	0
BUSI 336	Business Data Solutions	3
BUSI 387	Business Practicum	1-12
BUSI 480	Strategic Planning	3
ECON 201	Principles of Microeconomics	3
FIN 375	Managerial Finance	3
MATH 210	Elementary Statistics	3
MGMT 302	Principles of Management	3
MGMT 460	International Business	3
MRKT 310	Digital Marketing	3
MRKT 405	Retailing	3

Spring Even Years

ACCT 201	Elements of Accounting II	3
BUSI 214	Business Communications	3
BUSI 259	Business Club	0
BUSI 350	Operations Management	3
BUSI 387	Business Practicum	1-12
BUSI 485	Entrepreneurship	3
CIS 329	Information Systems Management	3
ECON 202	Principles of Macroeconomics	3
MATH 210	Elementary Statistics	3
MGMT 269	Business Ethics	3
MRKT 301	Principles of Marketing	3
MRKT 375	Consumer Behavior	3

Spring Odd Years

ACCT 201	Elements of Accounting II	3
BUSI 214	Business Communications	3
BUSI 259	Business Club	0
BUSI 350	Operations Management	3
BUSI 387	Business Practicum	1-12
BUSI 485	Entrepreneurship	3
ECON 202	Principles of Macroeconomics	3
MATH 210	Elementary Statistics	3
MRKT 301	Principles of Marketing	3
MRKT 340	Professional Sales	3
MRKT 414	Social Media Management	3
MRKT 415	Marketing Research	3



## Learning Outcomes

Students will:

1. Demonstrate knowledge of core business functional areas.
2. Integrate the core areas of business to inform decision making.
3. Demonstrate professional business communication.
4. Demonstrate the ability to collaborate with diverse colleagues.
5. Apply legal and ethical principles in business to organizational decision making.
6. Demonstrate leadership skills.