

Big ideas.

Real-world thinking.



MINNESOTA STATE
UNIVERSITY
MANKATO

MARKETING *College of Business*

WHAT DEGREES AND PROGRAMS ARE OFFERED?

We offer:

Bachelor of Science in Marketing
Minor in Marketing

CAREER OPPORTUNITIES

The marketing major prepares students for marketing positions in:

- Retail management
- Industrial and consumer sales
- Promotion
- Marketing research
- Marketing management
- Social Media Marketing

Entry-level job opportunities:

- Advertising sales representative
- Market analyst
- Advertising specialty sales
- Marketing manager
- Business researcher
- Purchasing agent
- Merchandiser

EXAMINING THE QUALITY OF OUR PROGRAM

Accreditations

We are accredited by the American Association of Collegiate Schools of Business (AACSB). This is the premier standard for colleges of business. Less than five percent of the world's business schools have earned this hallmark of excellence.

Faculty

There are eight Marketing faculty members. Several faculty members have received local and national awards, and all faculty are active in scholarly and creative research.

STUDENT EXPERIENCE

Internships

Students are encouraged to gain real-world experience through internships. Our internship office helps students search, secure and prepare for internships. Each year, over 100 College of Business students earn academic credit for their internships, and most opportunities are paid. Contact: Samantha Campa, cobinternships@mnsu.edu, 507-389-2963 or visit cob.mnsu.edu/internships.

Scholarships

The College of Business offers more than \$250,000 in scholarships each year to deserving business students. Scholarships are awarded on an annual basis and applications are accepted during the month of February each year. Visit mnsu.edu/scholarshipfinder to find and apply for scholarships. If you have questions visit mnsu.edu/scholarships or contact the College of Business Student Center at cobadvise@mnsu.edu or 507-389-2963 or visit: mnsu.edu/scholarships.

Student Organizations

Students are strongly encouraged to join a student business organization to further their college experience. The Marketing Club provides an excellent opportunity to meet potential employers and develop leadership skills. Contact: Dr. Maria Kalyvaki, Assistant Professor of Marketing, maria.kalyvaki@mnsu.edu, 507-389-5400 or visit cob.mnsu.edu/student-organizations.

The Professional Sales Organization focuses on developing world-class sales leaders with exceptional interpersonal skills. To learn more, contact Dr. Chandu Valluri, Assistant Professor of Marketing, 507-389-1146, chandu.valluri@mnsu.edu or visit: cob.mnsu.edu/student-organizations.

UNIQUE PROGRAMS

Big Ideas Challenge

The Big Ideas Challenge is a new venture competition that encourages and celebrates students' innovative business ideas. The competition gives Minnesota State Mankato students or alumni within two years of graduating the opportunity to compete for money to fund their business. The competition is open to all majors. Individual and team entries are welcome. Contact: Dr. Shane Bowyer, CIE Director, cie@mnsu.edu or visit: cob.mnsu.edu/bic.

United Prairie Bank Integrated Business Experience (IBE)

The IBE is a cutting-edge experience that integrates three of your required business classes (MGMT 230, MRKT 210, FINA 362) along with a 3-credit IBE Practicum (BUS 397) to create and run your own business. The students in your IBE class will not only be in all of your classes during this semester, but they'll also form your student company. Guided by a former IBE student as your company advisor, your company will create a business plan, apply for a real bank loan, sell your product, pay back the loan and donate your profits to charity. The IBE program is your chance to take on the business world before you even graduate. Contact: Dr. Ann Kuzma, Chairperson and Professor of Marketing, ann.kuzma@mnsu.edu, 507-389-2318. Or visit: cob.mnsu.edu/ibe.

Study Abroad and Away

Study Abroad opportunities are available in different formats, making it easier for you to go abroad in a way that works for you.

- **Short-term faculty programs**
Short-term programs are usually a part of a regular on-campus class. The coursework prepares you for a brief trip abroad during winter break or spring break.
Visit: cob.mnsu.edu/study-abroad-away
- **Full semester or year-long programs**
Long-term programs give the opportunity to truly immerse yourself in another culture. These programs are available in Australia and many European countries.
Visit: cob.mnsu.edu/study-abroad-away

Studying abroad is an experience you'll never forget. You'll enhance your skills gained on campus, and when you interview with future employers, your experience will demonstrate your ability to adapt to new environments and your capacity for self-directions.

Technology in the College

The College of Business has an Enhanced Technology Program which supports students by providing access to cutting-edge technology services and opportunities. We use technology such as simulations and avatars as well as common business applications. We also utilize collaboration technologies for students to work in teams no matter the time and place.

Wall Street Journal Program

Students in the college receive full access to the Wall Street Journal through an academic partnership program. All students enrolled in a College of Business course (100-499 levels) have access to print and digital material from WSJ and these resources are used throughout the curriculum in the College. The College of Business has been integrating WSJ into classrooms since 2004, and it is the only business school in Minnesota to offer this valuable resource.

FOR MORE INFORMATION PLEASE CONTACT

Department of Marketing and International Business

Minnesota State University, Mankato
150 Morris Hall
Mankato, MN 56001

Phone

507-389-2966 (M)
800-627-3529 or 711 (MRS/TTY)

Website

cob.mnsu.edu/mrkt/



SAMPLE FOUR-YEAR CURRICULUM (MARKETING, BS)

First Year (Fall)	First Year (Spring)
MATH 130 Finite Mathematics and Intro Calculus (4) ECON 201 Principles of Macroeconomics (3) General Education Course (3) General Education Course (3) General Education Course (3)	ACCT 200 Financial Accounting (3) IT 101 Intro to Information Systems (3) ECON 202 Principles of Microeconomics (3) General Education Course (3) General Education Course (3)
Second Year (Fall)	Second Year (Spring)
ACCT 210 Managerial Accounting (3) BUS 295 Professional Preparation for Business (2) ECON 207 Business Statistics (4) BLAW 200 Legal Environment of Business (3) General Education Course (3)	MRKT 210 Principles of Marketing (3) MGMT 230 Principles of Management (3) FINA 362 Business Finance (3) BUS 397 IBE Practicum (3) MRKT 316 Consumer Behavior (3)
Third Year (Fall)	Third Year (Spring)
MRKT 317 Product and Pricing Strategy (3) MRKT 324 Marketing Research & Analysis (3) IBUS 380 Principles of International Business (3) MGMT 300 Introduction to MIS (3) General Education Course (3)	MRKT 312 Professional Selling (3) MRKT 318 Integrated Marketing Communications (3) MGMT 346 Production & Operations Management (3) Elective Course in Major (3) General Education Course (3)
Fourth Year (Fall)	Fourth Year (Spring)
MRKT 341 Supply Chain Management (3) General Education Course (3) General Education Course (3) Other Graduation Requirements Course (3) General Education Course (3)	MRKT 490 Marketing Management (3) MGMT 481 Business Policy & Strategy (3) Other Graduation Requirements Course (3) Other Graduation Requirements Course (3) Other Graduation Requirements Course (2)

For additional information about course requirements, please visit mnsu.edu/academics/academic-catalog/



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