

# MARKETING (BS)

Chair: Greg Wood, PhD

## Introduction

Marketing is a thrilling and dynamic discipline that helps organizations and individuals become successful by building relationships with customers and other stakeholders and creating products and services that customers value. Every year, excitement comes from new product launches, popular advertising campaigns, social media, and innovative approaches to doing business in traditional industries. Marketing is global, fast-paced, and rewarding. Marketing offers students the opportunity for an exciting career anywhere in the world.

Marketing is not limited to a single industry. It offers a variety of career paths in consumer, industrial, and institutional market areas, including non-business fields such as health care, government administration, and cultural development. The marketing program at Canisius University is designed for those who wish to pursue careers in international marketing, brand and product management, global retailing, online retailing and distribution, fashion merchandising, and digital marketing, opening the doors to a world of possibilities. This diversity in career options reflects the adaptability and flexibility of the marketing field, allowing students to explore their interests and find their niche.

## Qualifications

Students must maintain a 2.0 GPA in their major and a 2.0 overall GPA to graduate with a degree in Marketing. All students must complete a minimum of 120 credit hours to graduate.

## Advisement

All students should have an advisor in the major and should contact the department directly to have an advisor assigned if they do not already have one. Meetings with academic advisors are required prior to students receiving their PIN for course registration each semester. All majors should work closely with their advisor in discussing career expectations, choosing their major electives, developing their entire academic program and planning their co-curricular or supplemental academic experiences.

## Fashion Institute of Technology

Embark on a journey where style meets strategy at the Fashion Institute of Technology. Our unique program weaves the art of fashion together with the science of marketing, crafting a specialized education for those destined to shape the fashion world. After you complete the marketing curriculum during your first three years at Canisius, you'll embark on a transformative experience during your senior year, studying at the Fashion Institute of Technology in New York City, where hands-on coursework in fashion marketing and merchandising not only leads to an Associate's Degree but also paves the way for a flourishing career in fashion. While studying in NYC, you'll gain real fashion-world experience working at businesses in the fashion district near the FIT campus. This isn't just learning; it's preparing to lead in an industry that never sleeps.

We encourage you to connect with our program director, Dr. Gregory Wood, early in your college journey. Whether you're just starting or ready to redefine your path, Dr. Wood is your guide to navigating this exciting landscape.

For a future as bold as the latest runway trend, the Fashion Institute of Technology is not just a choice—it's your runway to success. Let's fashion your dreams into reality together.

## Major Experiences

Marketing majors are strongly encouraged to take the digital marketing electives offered by the department (Social Media Marketing, Search Marketing, and Digital Marketing Analytics). These courses will prepare you for the one or two-semester senior-level Masterclass (MKT452/453).

The Masterclass is a unique experience where the course operates as a real-life integrated marketing communication agency. The Masterclass allows accepted students to develop, launch, and manage marketing, digital marketing, and communication strategies and tactics for real clients. Working in teams, students assess client goals, develop campaign concepts based on those goals, launch the campaign, and then optimize it for success. In addition to gaining hands-on experience with industry-leading digital marketing and analytic tools, students learn critical career-ready skills such as client management, budget and deadline management, creative concept creation, and cross-functional teamwork--while also up-leveling their skills with paid advertising, social media marketing, search engine optimization (SEO), paid search, email marketing, landing page development, public relations, influencer tactics, branding, analytics, and more.

## Career Preparation

Marketing majors should expect to begin planning for their business careers as early as their freshman year. This planning process typically begins by enrolling in Business Exploration (BUS-X), a three-year sequence of courses and experiences designed to prepare you to launch your career following graduation. In addition, we recommend taking advantage of the career services offered by the Griff Center for Student Success located in Old Main 016. These services include assessment tools for identifying attractive careers, resources for researching and exploring different careers, instruction in utilizing various online tools for conducting a job search, preparation of resumes.

## Double Majors

Students who wish to expand their educational opportunities may decide to declare a double major. This decision may be based on career goals, planned graduate studies, and/or other student interests. Before a student declares a double major, it is important to meet with the appropriate academic departments for advisement. In order to declare a double major, the student must complete the Major/Minor Declaration form. This form will be submitted electronically and reviewed and approved by each department chairperson as well as the appropriate associate dean.

Per university policy, each additional major requires a minimum of 15 credits that do not apply to the student's first or subsequent major. Some double major combinations can be completed within the minimum 120 credit hour degree requirement, but in other cases additional course work may be required. Please note that students will receive only one degree unless completing the dual degree (<https://catalog.canisius.edu/undergraduate/academics/curricular-information/>) requirement including at least 150 undergraduate credit hours, regardless of the number of majors they complete. Both (all) majors appear on a student's transcript.

## Minors in Other Disciplines

Minors provide students the opportunity to pursue additional interests but generally do not require as many courses as a major. Minors generally range from five to eight required courses. To receive a minor, the student

must complete at least 9 credit hours of coursework distinct from their other credentials (i.e., majors, other minors). The complete list of minors is available on the Canisius website (<https://www.canisius.edu/academics/programs/undergraduate/?type%5B%5D=17>) and in the catalog (<https://catalog.canisius.edu/undergraduate/minors/>) and provides links to each minor. Some majors and minors can be completed within the minimum 120 credit hour degree requirement, but in some cases additional coursework may be required. Students must complete the appropriate minor request form.

## Curriculum

### An Ignatian Foundation

All undergraduate students must complete either the Canisius Core Curriculum (<http://catalog.canisius.edu/undergraduate/academics/curricular-information/core-curriculum/>) or the All-College Honors Curriculum (<http://catalog.canisius.edu/undergraduate/academics/curricular-information/all-college-honors-program/>). Many schools refer to their college-wide undergraduate requirements as "general education" requirements. We believe that the core curriculum and the honors curriculum are more than a series of required classes; they provide the basis for a Jesuit education both with content and with required knowledge and skills attributes that are central to our mission.

### Free Electives

Students may graduate with a bachelor's degree with more but not less than 120 credit hours. Free electives are courses in addition to the Canisius Core Curriculum or All-College Honors Curriculum and major requirements sufficient to reach the minimum number of credits required for graduation. The number of credits required to complete a bachelor's degree may vary depending on the student's major(s) and minor(s).

### Major Requirements

Code	Title	Credits
<b>Business Core</b>		
Required courses for all business majors ( <a href="http://catalog.canisius.edu/undergraduate/wehle-school-business/business-core/">http://catalog.canisius.edu/undergraduate/wehle-school-business/business-core/</a> )		49-51
<b>Marketing Major Requirements</b>		
MKT 320	Consumer Behavior	3
MKT 350	Intro Digital Marketing	3
MKT 371	Digital Marketing Analytics	3
MKT 401	Cases in Marketing Management	3
<b>Elective Requirements</b>		
Marketing Electives (3 Courses) <sup>1</sup>		9
<b>Total Credits</b>		<b>70-72</b>

<sup>1</sup> To fulfill this requirement, students may take three additional marketing (MKT) courses or at least two MKT courses and one of the following courses: COM 211, COM 311, COM 312, COM 414, ECO 310, or ISB 340. Students that wish to apply more than one non-marketing course to fulfill their marketing elective requirement must receive prior approval from the department chairperson.

### Additional Information about the Marketing Curriculum

Cases in Marketing Management (MKT 401) is the capstone course in marketing and requires senior standing. It is also presumed that students will have completed all other required marketing courses prior to taking

MKT 401. This course is not a substitute for the Core Capstone course that is a requirement of the College Core Curriculum.

### Marketing Major Electives

The curriculum for marketing majors is designed to give students a breadth of knowledge in a variety of business functions as well as a depth of understanding in traditional marketing areas. Marketing electives can be used by students to pursue specific topics based on their interests or career aspirations. Marketing majors are required to take three (3) elective courses (9 credit hours) in marketing or a related discipline.

### Additional Course Considerations

Internships qualifying for three hours of academic credit are available to upper-division students majoring in marketing. These involve a work-and-study situation with faculty supervision. Many are paid. Students desiring internships for credit must meet certain departmental requirements. For further information, contact the department chair.

## Roadmap

### Recommended Semester Schedule for Marketing Major

#### Freshman

Fall	Spring
ENG 111	ENG 112
RST 101	MAT 106 (or A&S elective if MAT 106 was taken in the fall)
MAT 105	PHI 101
ECO 101	ECO 102
ISB 101	MKT 201
FYE 101	BUS 101

#### Sophomore

Fall	Spring
MGT 101	FIN 201
ACC 201	ACC 202
Field of Knowledge 4 (History)	ECO 256
ECO 255	BUS 201
Arts & Science Elective	Field of Knowledge 3 (Arts)
	Arts & Science Elective

#### Junior

Fall	Spring
MKT 320 <sup>2</sup>	MGT 370
MGT 325	Field of Knowledge 2 (Philosophy)
Field of Knowledge 1 (Religious Studies)	MKT 371
MKT 350 <sup>2</sup>	MKT Elective
Field of Knowledge 6 (Science)	Free Elective
	BUS 401

#### Senior

Fall	Spring
MKT 401 <sup>3</sup>	MGT 446 (Core Capstone)
MKT Elective	MKT Elective
Arts & Science Elective	Arts & Science Elective
Arts & Science Elective	Free Elective
Free Elective	Free Elective

- <sup>1</sup> Students are strongly encouraged to complete MKT 201 during their sophomore year since it is a prerequisite for required marketing courses taken in the junior and senior year. Failure to complete MKT 201 during the sophomore year may delay your graduation date.
- <sup>2</sup> Consumer Behavior (MKT 320) and Digital Marketing (MKT 350) are only offered during the fall semester. Students are strongly encouraged to take these courses during the fall of their junior year to avoid a delay in their graduation date.
- <sup>3</sup> Cases in Marketing Management (MKT 401) is the capstone course in the marketing program and is only offered during the fall semester. Students are strongly encouraged to complete all other required marketing courses prior to their senior year. In addition, students are strongly encouraged to take MKT 401 during the fall of their senior year to avoid delays in their graduation date.

**Note:** All students must complete a total of 60 hours of Arts and Science courses. We strongly recommend that students run a Griff Audit to check for this and any other additional requirements.

## Courses

### MKT 201 Principles of Marketing 3 Credits

Introduction to the concepts, issues and opportunities associated with marketing management. Marketing strategy, buyer behavior, new product development, product management, price, promotion and channel decisions within context of overall environment and the cornerstones of this course.  
**Offered:** every fall & spring.

### MKT 314 Retailing 3 Credits

The retailing industry is undergoing tremendous disruption with the explosive growth of e-commerce. Multi-channel retailing is becoming the norm and the marketing challenges are many, including delivery of omni-channel customer experiences. This course is a study of the many challenges in retail management today using one of the leading textbooks on the topic. Student activities in the course include midterm and final exams, assignments and discussions.

**Prerequisite:** MKT 201.

**Offered:** occasionally.

### MKT 320 Consumer Behavior 3 Credits

Application of concepts drawn from the behavioral sciences (i.e., anthropology, sociology and psychology) to provide insight into consumer decision-making and buyer behavior.

**Prerequisite:** MKT 201 or permission of instructor.

**Offered:** every fall.

### MKT 350 Intro Digital Marketing 3 Credits

This course aims to provide students with insight on how modern industry is adopting new emerging media and technologies as marketing tools.

Many innovative and evolutionary technologies/media will be introduced, such as blogs, mobile media, in game advertising, virtual reality, hologram, touchscreen, social media, information kiosk in retail setting, including evolved formats of traditional media (e.g., 3-D TV, HD radio, and digital outdoor media). Formerly MKT 450.

**Prerequisite:** MKT 201.

**Offered:** every fall.

### MKT 365 Marketing Analytics 3 Credits

Students learn the benefits of using a systematic and analytical approach to marketing decision making. Students will be able to use and execute data analytic techniques in a scientific and process driven manner. Understand how the first principles' of marketing strategy assist firms in organizing analytic opportunities and challenges that exist in today's data era.

**Prerequisite:** MKT 201, ECO 255.

**Offered:** every spring.

### MKT 370 Social Media Marketing 3 Credits

Exact topics to be covered depend on recent advances and applications in digital marketing and social media.

**Prerequisite:** MKT 201.

**Offered:** occasionally in fall.

### MKT 371 Digital Marketing Analytics 3 Credits

Ever wondered how many people visit the canisius.edu website daily? How many individuals actively engage with Canisius on Instagram, Facebook, or TikTok? And how many alumni actually read the emails sent out by Canisius? Monitoring and analyzing these answers can significantly impact Canisius' ability to reach and attract new students. Welcome to the dynamic realm of digital marketing analytics! This very hands-on course offers a deep dive into the intricacies of analytics for digital spaces--where students learn how to harness the power of digital data to make informed decisions, optimize marketing strategies, and maximize return on investment for businesses. Students will master essential skills in website analytics, social media analytics, search analytics, email marketing analytics, and tools such as Google Analytics, Google Looker Studio, and Google Tag Manager, among others. Additionally, the course reinforces fundamental Excel skills. Successful completion of this class will earn students an official Google certificate, recognized and valued in the real world.

**Prerequisite:** MKT 201.

**Offered:** every spring.

### MKT 397 Search Marketing: SEO & PPC 3 Credits

Search Engine Marketing (SEM) has become one of the most important marketing strategies for business organizations. SEM involves a variety of techniques designed to increase a company's visibility on popular search engines like Google, Yahoo and Bing. The course will cover Search Engine Optimization (SEO) strategies involving website development and web analytics as well as Pay-Per-Click (PPC) strategies using advertising programs like Google AdWords. As companies increasingly compete to drive customers to their websites, the skills covered in the course are becoming essential for modern marketing professionals and web designers.

**Prerequisite:** MKT 201.

**Offered:** occasionally in spring.

### MKT 401 Cases in Marketing Management 3 Credits

Case analysis is used to apply advanced practices and policies concerning product, price, promotion and supply chain marketing to marketing decision making.

**Prerequisite:** FIN 201, ACC 201, ACC 202, MGT 325 (or either MGT 335 or MGT 336), MKT 201, & MKT 320.

**Offered:** every fall.

### MKT 405 Service Marketing 3 Credits

Excelling in service management, from delivery to recovery, is the foundation for success in many industries today. The focus of this course is on the knowledge needed to develop and maintain strong customer relationships that improve customer satisfaction and retention. Customer satisfaction and retention are drivers of success for industries such as financial services, professional services, transportation, healthcare and hospitality industries.

**Prerequisite:** MKT 201.

**Offered:** occasionally.

**MKT 446 Global Marketing Strategy** 3 Credits

Marketing in the global environment.

**Offered:** every spring.

**MKT 452 IMC Master Class I** 3 Credits

Instructor Approval. Similar to a real-life integrated marketing communication (IMC) agency, the IMC Masterclass allows accepted students to develop, launch and manage marketing, digital marketing, and communication strategies and tactics for real clients. Working in teams, students assess client goals, develop IMC campaign concepts based on those goals, launch the campaign, then optimize it for success. In addition to gaining hands-on experience with industry-leading digital marketing and analytics tools, students learn critical career-ready skills such as client management, budget and deadline management, creative concept creation and cross-functional teamwork--while also up-leveling their skills with paid advertising, social media marketing, search engine optimization (SEO), paid search, email marketing, landing page development, public relations, influencer tactics, branding, analytics, and more. Enrollment requires instructor approval. Satisfies IMC capstone requirement.

**Prerequisite:** MKT 201, MKT 338, MKT 350, MKT 370, MKT 397.

**Offered:** every fall.

**MKT 453 IMC Master Class II** 3 Credits

Instructor Approval. Students will continue working on the projects that were started in IMC Masterclass 1. Similar to a real-life integrated marketing communication (IMC) agency, the IMC Masterclass allows accepted students to develop, launch and manage marketing, digital marketing, and communication strategies and tactics for real clients. Working in teams, students assess client goals, develop IMC campaign concepts based on those goals, launch the campaign, then optimize it for success. In addition to gaining hands-on experience with industry-leading digital marketing and analytics tools, students learn critical career-ready skills such as client management, budget and deadline management, creative concept creation and cross-functional teamwork--while also up-leveling their skills with paid advertising, social media marketing, search engine optimization (SEO), paid search, email marketing, landing page development, public relations, influencer tactics, branding, analytics, and more. Enrollment requires instructor approval. Satisfies IMC capstone requirement.

**Prerequisite:** MKT 201, MKT 338, MKT 350, MKT 370, MKT 397.

**Offered:** every spring.

**MKT 478 Global Logistics** 3 Credits

This course is an introduction to global logistics and the transportation aspects of the distribution of goods. The advantages and disadvantages of the different modes of transportation and their impact on business decisions are explored in detail. Counts as a Marketing elective.

**Prerequisite:** MKT 201 and either MGT 325 or MGT 336.

**Offered:** every spring.

**MKT 496 Marketing Internship** 1-6 Credits

All for-credit internships require non-routine job experience that links academic concepts with practical experience. Involve supervision by faculty and student demonstration of academic value through papers and reports.

**Prerequisite:** student must complete a WSB Internship Application and obtain the approval of a faculty supervisor, department chair, & associate dean.

**Offered:** occasionally.

**MKT 497 Fashion Industry Studies** 15 Credits

This course is for students in the Fashion Institute of Technology Program and attending F.I.T. during the fall and spring semester.

**Prerequisite:** approval of chair or FIT coordinator.

**Offered:** every fall & spring.

**MKT 498 FIT Internship II** 15 Credits

This course is for students in the Fashion Institute of Technology Program and attending F.I.T. during the spring semester.

**Prerequisite:** approval of chair or FIT coordinator.

**Offered:** occasionally.

**MKT 499 Marketing Independent Study/Research** 3 Credits

Study and work with a faculty supervisor. Project to be determined by faculty agreement. Independent studies require an application and approval by the associate dean.

**Prerequisite:** student must complete a WSB Independent Study Application and obtain permission of a faculty supervisor, department chair, & the associate dean.

**Offered:** occasionally.

## MKT/FIT CURRICULUM

Code	Title	Credits
<b>Business Core</b>		
Required courses for all business majors ( <a href="http://catalog.canisius.edu/undergraduate/wehle-school-business/business-core/">http://catalog.canisius.edu/undergraduate/wehle-school-business/business-core/</a> )		49-51
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MKT 401	Cases in Marketing Management	3
<b>Elective Requirements</b>		
Marketing Electives (3 Courses) <sup>1</sup>		9
<b>Total Credits</b>		<b>70-72</b>

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### Additional Course Considerations

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The FIT students are registered at Canisius for 30 credits in MKT 497/498 while they are completing their two semesters at FIT. They are zero-billable courses. They do not complete the following requirements that our non-FIT marketing students must complete:

- MKT 401
- 3 marketing electives at the 300 or 400 level
- They also are not required to take ECO 256 in the business core

## MKT/FIT Roadmap

### Recommended Semester Schedule for Marketing Major

#### Freshman

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ENG 111	ENG 112
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MAT 105	PHI 101
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ISB 101	MKT 201
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MGT 101	FIN 201
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Field of Knowledge 4 (History)	ECO 256
ECO 255	BUS 201
Arts & Science Elective	Field of Knowledge 3 (Arts)
	Arts & Science Elective

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MGT 325	Field of Knowledge 2 (Philosophy)
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MKT 350 <sup>2</sup>	MKT Elective
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MKT Elective	MKT Elective
Arts & Science Elective	Arts & Science Elective
Arts & Science Elective	Free Elective
Free Elective	Free Elective

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