



Albion College

The Department of Economics and Management

Marketing Management Major

Albion's Marketing Management major continues our tradition of educating business makers in the context of a liberal arts institution. Our marketing management classes are forward looking using cutting edge teaching. When classes in marketing are combined with elective courses in economics, management, statistics, psychology, communication studies and other fields, it provides a strong foundation for students interested in careers in marketing management or marketing research.

Marketing Management Major

8 units plus 4 cognates

E&M 101 Principles of Microeconomics
E&M 102 The Economy and Financial Markets
E&M 220 Marketing Principles
E&M 320 Consumer Behavior
E&M 321 Marketing Research
E&M 329 Marketing Strategy

One of the following courses:

E&M 324 International Marketing
E&M 325 Data-Driven Digital Marketing

One additional unit from E&M at the 200 level or above

The following four cognates must be completed:

MATH 120 College Algebra or demonstrated proficiency,
MATH 125 or MATH 141. We recommend that this
math cognate be completed in students' first or second
semester at Albion College.

One of the following courses:

COMM 101 Introduction to Human Communication
PSYC 101 Introduction to Psychology

One of the following statistics options:

E&M 200 Economic Statistics
MATH 209 Introduction to Statistics
MATH 309 Mathematical Statistics
PSYC 204 and 206 Research Design and Statistical
Analysis I and II

One of the following courses:

COMM 205 Mass Communication
COMM 215 Social Media
COMM 305 Public Relations
COMM 351 Persuasion
PSYC 236 Social Psychology
SOC 336 Social Psychology: Sociological Perspectives

Requirements for Marketing Minor

5 units plus 1 cognate

E&M 101 Principles of Microeconomics
E&M 220 Marketing Principles

*Plus three units selected from the following,
at least 2 of which must be from E&M:*

E&M 320 Consumer Behavior
E&M 321 Marketing Research
E&M 324 International Marketing
E&M 325 Data-Driven Digital Marketing
E&M 329 Marketing Strategy
COMM 205 Mass Communication
COMM 306 Public Relations
COMM 351 Persuasion
COMM 365 Media Theory
PSYC 236 Social Psychology
SOC 336 Social Psychology: Sociological Perspectives

Plus one cognate selected from the following:

E&M 200 Economic Statistics
MATH 209 Introduction to Statistics
MATH 309 Mathematical Statistics
PSYC 101 Introduction to Psychology



COURSES

E&M 220 Marketing Principles

Prerequisite: E&M 101. PSYC 101 recommended.

An introduction to the role that product, price, promotion, and distribution play in marketing strategy and implementation. Addresses buyer behavior, market segmentation, and competitive positioning. Provides background needed for all 300-level marketing courses.

E&M 320: Consumer Behavior

Prerequisite: E&M 220 and either COMM 101 or PSYC 101.

Applies psychology and economics to analyze how marketers create value for customers, what motivates shoppers to buy, and how consumers process information and make decisions. Also addresses persuasion techniques, cross-cultural influences on consumer behavior, and the impact of corporate reputation on consumer choice.

E&M 321: Marketing Research

Prerequisite: E&M 220 and one of the following Statistics options: E&M 200, MATH 209, MATH 309, or both PSYC 204 and PSYC 206.

Use of marketing data to inform managerial decision-making. Topics include defining research objectives, data sources for marketing, exploratory research methods, survey research design, observational research techniques, experimental design, sampling procedures, data collection and analysis, and communicating research findings. Hands-on computer work is an important part of the course.

E&M 324: International Marketing

Prerequisite: E&M 220.

Marketing across national borders, marketing within foreign countries, and the coordination of global marketing. Emphasis on the management response to conditions that differ from those in domestic marketing, e.g., foreign cultures, nationalism, government policies, business institutions, and level of economic development. Not offered every year.

E&M 325: Data-Driven Digital Marketing

Prerequisite: E&M 220 and one of the following Statistics options: E&M 200, MATH 209, MATH 309, or both PSYC 204 and PSYC 206.

Overview of the rapidly changing field of digital marketing. Use of “big data” and machine learning to improve the effectiveness of digital marketing campaigns. Not offered every year.

E&M 329: Marketing Strategy

Prerequisite: E&M 220. Additional prior courses in marketing are recommended.

Focuses on marketing’s role in gaining a sustainable competitive advantage. Emphasis is on the application of key concepts learned in other courses to analyze case studies and participate in a marketing simulation game. Requires students to write case reports, work in groups, and make a project presentation.

FOR MORE INFORMATION

We welcome your questions about marketing management study at Albion College. For more information, contact:

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