DEPARTMENT OF MARKETING

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Why Study Marketing?
Marketing is the business function that is responsible for creating, communicating and delivering value to customers. Marketing involves determining who an organization’s customers are (or should be) and figuring out how best to attract and keep profitable customers. As such, proficiency in marketing is essential for any organization.

For students entering the business world, marketing is an exciting profession and offers a wide variety of opportunities. Do you want to translate creative ideas into practical realities? Do you want to develop innovative business strategies from in-depth data analysis? Do you want to engage clients and business partners and demonstrate how your product provides real value? If you find any of these possibilities intriguing, marketing may be the field for you. Marketing is a field where creative thinking and critical thinking work hand-in-hand.

Careers in marketing can involve brand management, marketing research, professional selling and sales force management, advertising, public relations, international marketing, nonprofit management, supply chain management, retailing, database management, business development, social media, data analytics, and more.

Requirements for Admission to the Business Administration Major
Students are admitted to the major in Business Administration (BUAD) after first being admitted to Towson University. Admission to TU does not guarantee admission to the major. In order to be admitted, students must satisfy the following requirements:

1. Formal admission to TU as a degree candidate
2. Cumulative GPA of 2.00 or higher for all course work
3. Grade equivalent of 2.00 or higher in each course required for admission to the BUAD major
4. Minimum average GPA of 2.70 for ALL of the courses required for admission to the BUAD major:
   • ACCT 201
   • ECON 201
   • ECON 202
   • ECON 205
   • MATH 211 or MATH 273
   • LEGL 225

   No more than two courses may be repeated, of which no more than one course may be repeated twice.

Degree candidates intending to major in Business Administration are designated as “pre-Business Administration” (PBUA) until admission into the BUAD major. Students are required to meet each term with their assigned faculty adviser to evaluate their progress toward completing the requirements for admission to the major and the degree.

At the start of each term and before registration, the CBE Student Academic and Career Services office will notify PBUA students of their admission status by email to their TU email addresses. Students will not be allowed to register for upper-level “majors-only” CBE courses until being admitted to the Business Administration major.

• Major in Business Administration - Marketing (http://catalog.towson.edu/undergraduate/business-economics/business-administration/marketing-bs)
• Accelerated B.S./M.S. in Business Administration with Marketing Intelligence (http://catalog.towson.edu/undergraduate/business-economics/marketing/bs-ms-marketing-intelligence/#text)
• Minor in Marketing (http://catalog.towson.edu/undergraduate/business-economics/marketing/marketing-minor)