DEPARTMENT OF MARKETING

Stephens Hall 123  
Phone: 410-704-3357  
Fax: 410-704-3772  
Email: esteffes@towson.edu

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 them. As such, proficiency in marketing is essential for any organization to prosper and grow.

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.

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, social media and more. The Bureau of Labor Statistics (http://www.bls.gov/home.htm) projects that jobs in marketing and sales management will grow as fast or faster than average through 2018.

Requirements for Admission to the Business Administration Major

Students are admitted to the major in Business Administration (BUAD) after first being admitted to the university. Admission to the university 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 Towson email addresses. Students who take upper-level “majors-only” CBE courses before being admitted to the Business Administration major do so at their own risk.

• Major in Business Administration - Marketing (http://catalog.towson.edu/undergraduate/business-economics/business-administration/marketing-bs)
• Minor in Marketing (http://catalog.towson.edu/undergraduate/business-economics/marketing/marketing-minor)