

DEPARTMENT OF MARKETING

Stephens Hall 123
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Why Study Marketing?

Do you want to translate creative ideas into the next great marketing campaign? Do you want using data analytics to develop innovative business strategies? Do you want to engage with clients, colleagues, and business partners to solve business problems and create value? If you find any of these challenges interesting, marketing may be the field for you.

Marketing is much more than the 4Ps - Product, Price, Promotion, and Place. It's an essential function of every business which makes marketers in high demand; without marketing there are no customers and without customers, there is no revenue. Marketing is an exciting field where creative thinking and critical thinking work hand-in-hand to create value for firms, their customers, and society as a whole.

Marketing is a dynamic profession that offers a wide variety of opportunities and career paths. Careers in marketing include brand management, marketing research, professional selling and sales force management, advertising, public relations, global marketing, nonprofit management, supply chain management, retailing, database management, business development, social media, data analytics, and many more.

For more information about the Marketing department, visit the website.

Admissions

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. Cumulative GPA of 2.00 or higher for all course work.
2. Successful completion of each of the courses required for admission to the major with a grade of C or higher. Required courses can be viewed on each concentration page within the requirements section.

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 take upper-level "majors-only" CBE courses until being admitted to the Business Administration major.

Majors

- Major in Business Administration - Marketing
- Accelerated B.S./M.S. in Business Administration with Marketing Intelligence

Minor

- Minor in Business Law
- Minor in Marketing

Faculty

Professors: Philippe Duverger, Plamen Peev, Erin Steffes (Chairperson)

Associate Professors: Hua Chang (Graduate Program Director), Gauri Kulkarni, Sarah Magnotta

Assistant Professors: Zhenyu Jin, Brett Kazandjian, Leila Khoshghadam, Eunice Kim, YiChun Miriam Liu

Lecturers: Lawrence Dukes, Stacy Knight, John Rodman

Professor of Practice: Vanecia Fluelling