



MARKETING IS THE STUDY of the dynamic processes used by individuals and organizations to anticipate and satisfy customers' needs and wants. Students will learn about marketing research, product planning and pricing, promotion (advertising and selling), and distribution to support strategic marketing challenges and opportunities in a competitive global marketplace in addition to other important skills necessary to succeed in business worldwide.

Bachelor of Science in Business Administration (BSBA) in Marketing

The Xavier Advantage:

- ▶ Benefit from internships at leading companies and organizations in Cincinnati, home to three Fortune 100 companies, nine Fortune 500 companies and 15 Fortune 1000 companies.
- ▶ Join the Xavier University Marketing Club, associated with the American Marketing Association, to network with top professionals.
- ▶ Earn a valued degree from Xavier's Williams College of Business (WCB), recognized as a preeminent business school nationally and the best business school in the region.
- ▶ Study in the WCB's new building, Stephen & Dolores Smith Hall, offering the latest learning resources such as the Fifth Third Trading Center.

Xavier marketing graduates go on to:

- ▶ Cintas
- ▶ Procter & Gamble
- ▶ Fifth Third Bank
- ▶ The Kroger Co.
- ▶ Northwestern Mutual
- ▶ Xerox
- ▶ Graduate programs in business (MBA, PhD), law and other fields of study

Learn more www.xavier.edu/williams/undergraduate/marketing

Ask us xuadmit@xavier.edu

Visit campus www.xavier.edu/visit



RECOMMENDED CLASS SCHEDULES

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION [BSBA] IN MARKETING

These schedules serve as a guideline for progress toward a degree. Students should consult with their academic advisor.

First Semester	Sem. Hrs.
FRESHMAN YEAR	
MATH 150 Calculus	3
History I elective	3
ENGL 101 OR 115 Eng Comp/Rhetoric	3
Foreign Language elective	3
THEO 111 Theological Foundations	3
BUAD 101 Business Profession I	0
Total	15

Second Semester	Sem. Hrs.
FRESHMAN YEAR	
STAT 210	3
History II elective	3
ECON 200 Microeconomic Principles	3
Foreign Language elective	3
PHIL 100 Ethics as Intro to Phil	3
BUAD 102 Business Profession I	0
INFO 120 Intro to Business Tech	1
Total	16

SOPHOMORE YEAR	Sem. Hrs.
ECON 201 Macroeconomic Principles	3
ACCT 200 Financial Accounting	3
INFO 220 Managing Info Tech	3
STAT 210 Statistics for Business I	3
MKTG 300 Principles of Marketing	3
BUAD 201 Business Profession II	0
Total	15

SOPHOMORE YEAR	Sem. Hrs.
STAT 211 Statistics for Business II	3
ACCT 201 Managerial Accounting	3
SHRM 200 HR in a Diverse Society ¹	3
MGMT 300 Managerial Behavior	3
Theo Scrip/Hist OR Christ Sys elective	3
BUAD 202 Business Profession II	0
Total	15

JUNIOR YEAR	Sem. Hrs.
PHIL 290 Theory of Knowledge	3
FINC 300 Business Finance	3
Science elective	3
Marketing elective	3
MGMT 301 Managerial Comm	2
ENGL/CLAS/SPAN/FREN 205 Lit & Moral Imag	3
BUAD 301 Business Profession III	0
Total	17

JUNIOR YEAR	Sem. Hrs.
BLAW 300 Legal Environment	3
Science elective	3
MKTG 302 Marketing Research	3
Marketing elective	3
MGMT 302 Qual & Prod in Operations	3
Business elective	3
BUAD 302 Business Profession III	0
Total	18

SENIOR YEAR	Sem. Hrs.
Theology Ethics OR Rel/Cult elective	3
ECON 300 Int'l Trade & Business	3
Marketing elective	3
Science elective	3
General elective	3
BUAD 401, Business Profession IV	0
Total	15

SENIOR YEAR	Sem. Hrs.
Fine Arts elective	3
MKTG 495 Mktg Planning & Analysis	3
Marketing elective	3
E/RS Focus elective ²	3
Philosophy elective	3
BUAD 402 Business Profession IV	0
Total	15

Scheduling notes: ¹ SHRM 200 fulfills the Core's cultural diversity elective.

² E/RS Focus elective requirement may be used to satisfy another element of the Core or the major requirements.

- Consult the undergraduate Core Curriculum requirements.
- The BSBA degree program typically requires 123 total credit hours, with 120 hours as the absolute minimum, and an overall 2.000 GPA.
- Students are required to take 6 hours of approved courses representing two different disciplines to fulfill the Core Diversity requirement.

► For additional degree class schedules, please visit www.xavier.edu/williams/undergraduate/marketing.

THE PROGRAM

The Department of Marketing offers the Bachelor of Science in Business Administration (BSBA) in Marketing.

The marketing department faculty has earned doctorate degrees from distinguished institutions around the nation. Faculty members regularly publish in the top academic journals in the field of marketing. As a result, they are actively engaged in creating and disseminating knowledge relevant to marketing. Most faculty members have direct business experience in their areas of teaching. Faculty members also continue to be involved in the business community.

Faculty members maintain leadership positions in professional organizations, including the American Marketing Association, American Collegiate Retailing Association, and the Council for the Advancement and Support of Education. Professors are committed, first and foremost, to teaching. The faculty is readily available to work with students outside the classroom. Classes are typically small, and students and faculty get to know each other on an individual basis.

In addition to traditional studies, marketing majors at Xavier:

- ▶ Get practical work experience through internships at leading firms.
- ▶ Participate in the Xavier University Marketing Club to interact with professionals in all areas of marketing. Guest speakers are invited to inform students about the latest developments in marketing and to discuss career opportunities. The XU Marketing Club provides contact with the business community and facilitates direct business involvement. The Marketing Club also connects its student members with professional members in the local, regional and national chapters of the American Marketing Association.
- ▶ Get matched with an Executive Mentor, who works with the student to provide professional guidance, networking support and career connections.

The marketing advisory board helps the department formulate curriculum strategy to ensure that courses are current, applicable and relevant to the corporate community. Advisory board members also are invited to serve as mentors for undergraduate students and participate in faculty recruitment. In addition, they provide strategic advice on the outreach activities of the department in order to enhance the department's corporate relationships. Advisory board members represent such firms as dunhumbyUSA, Gartner, Inc., Cincom Systems, Inc. and Parker Marketing Research LLC.

RESOURCES

The **Cintas Center for Business Ethics** at Xavier focuses on helping students and other Xavier stakeholders recognize and deal with ethical and values-related issues in the workplace. To that end, the Center designs corporate workshops, stages continuing education sessions, sponsors guest lectures and conducts an annual Ethics Institute that features leading corporate executives, ethics officers, and legislative and judicial officials. The Center also:

- ▶ Serves as a resource for local, regional and national business communities.
- ▶ Enables students to choose to do the "hard right," as opposed to the "easy wrong."

OUTCOMES

Graduates in marketing find professional career opportunities in a wide variety of areas. For the graduating class of 2010, 88 percent of marketing graduates were either employed full-time or enrolled in a graduate program within 90 days of graduation. Average starting salary for 2010 management graduates: \$36,621.

For WCB graduates overall, the average starting salary for the class of 2010: \$41,057 and 90 percent were employed full-time or enrolled in graduate studies within 180 days of graduation; 72 percent secured a job prior to graduation. Eighty-one percent of WCB graduates completed internships during college.

Recent Xavier marketing graduates are employed at a wide range of companies including:

- AC Nielsen
- ADP
- Cintas
- Fifth Third Bank
- Humana
- Kellogg Co.
- National City
- Northwestern Mutual
- Pfizer
- PNC Bank
- Procter & Gamble
- The Kroger Co.
- Total Quality Logistics
- UBS Financial
- Xerox

A large percentage of Xavier marketing majors go on to graduate programs in business (MBA), law and other fields of study at prestigious institutions around the country.

- ▶ Helps faculty increase their exposure and confidence in the areas of business ethics and social responsibility.

The **Sedler Center for Entrepreneurship and Innovation** develops entrepreneurial leaders who seek opportunities, act resourcefully, think creatively and lead ethically to make a difference in their organizations in the world. Its accomplishments include:

- ▶ Achieving a ranking of No. 24 for Xavier among the most entrepreneurial campuses in America by *The Princeton Review*.
- ▶ A student learning lab at the Hamilton County Business Center, which provides startup space and contact with entrepreneurs.
- ▶ Six student-managed and -operated businesses on campus.

WILLIAMS COLLEGE OF BUSINESS

The Williams College of Business (WCB) is nationally recognized for its outstanding educational experiences and the success of its students and faculty. The WCB is accredited by the Association to Advance Collegiate Schools of Business (AACSB), an international organization. Only 15 percent of business schools worldwide achieve this distinction. In 2010-11, the WCB was ranked:

- ▶ 11th in the U.S. in Entrepreneurship, undergraduate programs, by *Entrepreneur Magazine*
- ▶ 10th in the U.S., in Ethics, undergraduate programs, *Bloomberg BusinessWeek*

The WCB's new building, Stephen & Dolores Smith Hall, was opened in 2010 to provide a state-of-the-art setting for one of the nation's top-ranked business schools. In addition to the Fifth Third Trading Center, the building's features include:

- ▶ 88,000 square feet, four floors, 17 high-tech classrooms and centers for entrepreneurship, applied finance, business ethics and academic advising
- ▶ Space for executives-in-residence to work closely with students
- ▶ Environment and programming for Fortune 500 companies to interact with and employ our students

The WCB is one of the nation's first colleges to offer an Executive Mentor program that connects undergraduate and MBA students with leading executives to network and establish connections in the business world. The program offers an innovative approach, ensuring that WCB students have a viable and effective network of notable professional contacts assisting them in their career endeavors.

CORE CURRICULUM

The foundation of Xavier's success is its commitment to its Jesuit heritage. The Core Curriculum embodies Xavier's mission and philosophy of education and serves as a valuable foundation for all undergraduate students. Within the Core, the four-course Ethics/Religion and Society (E/RS) Focus fosters students' understanding of socially significant issues through study of the humanities, especially literature, philosophy and theology, as well as the social and natural sciences. Along with courses in their major, Xavier students also take Core courses in: cultural diversity, English composition, fine arts, foreign language, history, literature, mathematics, philosophy, science, social science and theology.

ACADEMIC REQUIREMENTS

Core Curriculum: Minimum 64 credit hours

Major in marketing: 18 credit hours, in addition to MKTG 300, that include: six credit hours of specified marketing courses and nine credit hours of marketing electives. The required courses are: marketing research, marketing management, and marketing planning and analysis. Electives are chosen from courses such as industrial marketing, international marketing, direct marketing, marketing communications, promotion-advertising, new product development, and consumer behavior.

Business Core: 42 hours. At least half of the 42 total credit hours must be taken at Xavier. Business Core courses include: Introductory Financial Accounting, Introductory Managerial Accounting, Legal Environment, Microeconomic Principles, Macroeconomic Principles, International Trade & Business Environment, Business Finance, Introduction to Business Technology, Managing Information Technology, Managerial Behavior, Managerial Communication, Quality and Productivity in Operations, Principles of Marketing, Human Resources in a Diverse Society, and Statistics for Business II.



XAVIER AT A GLANCE

Founded in 1831, Xavier University is a Jesuit Catholic university in Cincinnati, Ohio, annually ranked among the nation's best universities. Its three colleges offer 85 undergraduate majors, 54 minors and 11 graduate programs to 7,019 total students, including 4,368 undergraduates.

FOR MORE INFORMATION

OFFICE OF ADMISSION

Phone: 513-745-3301
877-XUADMIT (982-3648)
Fax: 513-745-4319
Email: xuadmit@xavier.edu
Web: www.xavier.edu

DEPARTMENT OF MARKETING

Chris Manolis, PhD, Chair
Phone: 513-745-2937
Email: manolis@xavier.edu
Web: www.xavier.edu/williams/undergraduate/marketing
On Campus: 306 Smith Hall



XAVIER
UNIVERSITY

Office of Admission
3800 Victory Parkway
Cincinnati, Ohio 45207-5131