

WILLIAMS COLLEGE OF BUSINESS

MARKETING

XAVIER UNIVERSITY: A JESUIT, CATHOLIC UNIVERSITY IN CINCINNATI, OHIO



MARKETING IS THE STUDY of the dynamic processes used by individuals and organizations to anticipate and satisfy customers' needs and wants. In today's society, this is accomplished through marketing research, product planning and pricing, promotion (advertising and selling), and distribution. By studying marketing, you will:

- ▶ **Develop** an understanding of the concepts, functions and institutions of marketing.
- ▶ **Gain** an appreciation of consumer orientation.
- ▶ **Sharpen** your abilities to analyze marketing problems and formulate marketing policies.
- ▶ **Prepare** for strategic marketing challenges and opportunities in a global marketplace.

THE PROGRAM

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

In addition to traditional studies, marketing majors at Xavier:

- ▶ Get practical experience through internships, while gaining relevant work experience at leading firms.
- ▶ Get matched with an Executive Mentor, who works with the student for his or her four years at Xavier to provide professional guidance, networking support and career connections. Xavier is one of the first schools in the nation to offer this type of mentor program.

- ▶ 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. Many opportunities are provided to network and interact with business professionals while having fun.

OUTCOMES

Graduates in marketing find professional career opportunities in a wide variety of areas. For the graduating class of 2008, 95 percent of Williams College of Business (WCB) graduates and 93 percent of marketing graduates were either employed full-time or enrolled in a graduate program within 90 days of graduation. Average starting salary for 2008 marketing graduates: \$41,481.

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

Marketing majors also choose to go on to graduate study at prestigious institutions nationwide.

KEY ACHIEVEMENTS

WILLIAMS COLLEGE OF BUSINESS

Nationally recognized for providing outstanding business education to undergraduates and graduate students, the Williams College of Business (WCB) continues to earn top rankings and major distinctions, including the following in 2009-2010 for its undergraduate program.

- ▶ Ranked by *BusinessWeek*:
 - ▶ **69th** best undergraduate program in the nation
 - ▶ **4th** nationally for the undergraduate sustainability program
 - ▶ **7th** nationally for the corporate strategy undergraduate program
 - ▶ **8th** in the nation for the financial management undergraduate program
- ▶ Ranked by *Princeton Review*:
 - ▶ **One** of America's best business schools in the nation
 - ▶ **24th** most entrepreneurial campus in the nation

The WCB is accredited by the Association to Advance Collegiate Schools of Business (AACSB), an international organization. Only 450 out of 2,000 business schools worldwide have achieved this distinction.

In 2010, the WCB will be housed in a brand-new building on Xavier's campus. The facility will feature the latest learning resources, with such amenities as a stock ticker board, to provide real-world experience to fully prepare students for the business world in the United States and around the globe.

REQUIREMENTS

- ▶ **Core Curriculum:** 64 credit hours [For further details, see page 4.]
- ▶ **Business Core:** 42 hours. At least half of the 42 total credit hours must be taken at Xavier. Business Core courses include:

ACCT 200	Introductory Financial Accounting
ACCT 201	Introductory Managerial Accounting
BLAW 300	Legal Environment
ECON 200	Microeconomic Principles
ECON 201	Macroeconomic Principles
ECON 300	International Trade & Business Environment

FINC 300	Business Finance
INFO 120	Introduction to Business Technology
INFO 200	Managing Information Technology
MGMT 300	Managerial Behavior
MGMT 301	Managerial Communication
MGMT 302	Quality and Productivity in Operations
MKTG 300	Principles of Marketing
SHRM 200	Human Resources in a Diverse Society
STAT 211	Statistics for Business II

- ▶ **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.

FACULTY

The marketing department faculty has earned doctorate degrees from distinguished institutions around the nation. 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.

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.

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
Freshman Year			
MATH 150 Calculus	3	STAT 210	3
History I elective	3	History II elective	3
ENGL 101 OR 115 Eng Comp/Rhetoric	3	ECON 200 Microeconomic Principles	3
Foreign Language elective	3	Foreign Language elective	3
THEO 111 Theological Foundations	3	PHIL 100 Ethics as Intro to Phil	3
BUAD 101 Business Profession I	0	BUAD 102 Business Profession I	0
		INFO 120 Intro to Business Tech	1
Total	15	Total	16
Sophomore Year			
ECON 201 Macroeconomic Principles	3	STAT 211 Statistics for Business II	3
ACCT 200 Financial Accounting	3	ACCT 201 Managerial Accounting	3
INFO 200 Managing Info Tech	3	SHRM 200 HR in a Diverse Society ¹	3
STAT 210 Statistics for Business I	3	MGMT 300 Managerial Behavior	3
MKTG 300 Principles of Marketing	3	Theo Scrip/Hist OR Christ Sys elective	3
BUAD 201 Business Profession II	0	BUAD 202 Business Profession II	0
Total	15	Total	15
Junior Year			
PHIL 290 Theory of Knowledge	3	BLAW 300 Legal Environment	3
FINC 300 Business Finance	3	Science elective	3
Science elective	3	MKTG 302 Marketing Research	3
Marketing elective	3	Marketing elective	3
MGMT 301 Managerial Comm	2	MGMT 302 Qual & Prod in Operations	3
ENGL/CLAS/SPAN 205 Lit & Moral Imag	3	Business elective	3
BUAD 301 Business Profession III	0	BUAD 302 Business Profession III	0
Total	17	Total	18
Senior Year			
Theology Ethics OR Rel/Cult elective	3	Fine Arts elective	3
ECON 300 Int'l Trade & Business	3	MKTG 495 Mktg Planning & Analysis	3
Marketing elective	3	Marketing elective	3
Science elective	3	E/RS Focus elective ²	3
General elective	3	Philosophy elective	3
BUAD 401, Business Profession IV	0	BUAD 402, Business Profession IV	0
Total	15	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.

FACULTY [cont.]

Chris Manolis, Department Chair and Associate Professor, PhD (University of Kentucky)

Roshan Ahuja, Professor, DBA (Mississippi State University)

David J. Burns, Professor, DBA (Kent State University)

Mee-Shew Cheung, Assistant Professor, PhD (University of Tennessee)

Thomas Hayes, Professor, PhD (University of Cincinnati)

Vishal Kashyap, Assistant Professor, PhD (Massachusetts-Amherst)

Clint Schertzer, Associate Professor, PhD (University of Cincinnati)

Mary Walker, Professor, PhD (University of Cincinnati)

CORE CURRICULUM

The foundation of Xavier's success is its commitment to its Jesuit heritage. The Core Curriculum endeavors to realize and embody 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 from the perspectives of the humanities, especially literature, philosophy and theology, as well as from the perspectives of the social and natural sciences.

Along with courses in their major, Xavier students also take courses in: cultural diversity, English composition, fine arts, foreign language, history, literature, mathematics, philosophy, science, social science and theology.

XAVIER AT A GLANCE

Founded in 1831, Xavier is a Jesuit Catholic university in Cincinnati, Ohio. Its three colleges offer 81 undergraduate majors, 45 minors and 13 graduate programs to 6,966 total students, including 4,228 undergraduate students.

ACCLAIM

- ▶ Recognized as one of the top 10 universities in the Midwest for the 15th consecutive year by *U.S. News & World Report*, including #1 rankings for freshman retention and graduation rates.
- ▶ Named for the sixth year among "The Best 371 Colleges" in America by *The Princeton Review*.
- ▶ Ranked #41 among the "Top 50 Best Values" in private universities nationwide by *Kiplinger's Personal Finance*.
- ▶ Tapped for the 2008 President's Higher Education Community Service Honor Roll for innovative service-learning and volunteerism.
- ▶ Recognized by *BusinessWeek* as one of "The Best Undergrad Business Schools" in the nation.

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IN CINCINNATI, OHIO**

FOR MORE INFORMATION

OFFICE OF ADMISSION

Phone: 513-745-3301
877-XUADMIT (982-3648)
Fax: 513-745-4319
E-mail: xuadmit@xavier.edu
Web: www.xavier.edu
Mail: 3800 Victory Parkway
Cincinnati, Ohio 45207-5311

DEPARTMENT OF MARKETING

Chris Manolis, PhD, Chair

Phone: 513-745-2937
E-mail: manolis@xavier.edu
Web: www.xavier.edu/williams/undergraduate/marketing
On Campus: 308 Hailstones Hall
Mail: 3800 Victory Parkway
Cincinnati, Ohio 45207-3214