

Marketing

at Coastal Carolina University

What does a marketing major study?

The American Marketing Association defines marketing as a process which includes planning and implementing the development, pricing, promotion and distribution of ideas, goods and services in such a way as to create an exchange which will satisfy both individual and organizational objectives.

Why study marketing at Coastal Carolina University?

- The Wall College of Business is accredited by AACSB International, the premier accrediting body for business colleges.
- For students wishing to continue their education, Coastal now offers an MBA program which provides study of major areas of business encompassing the disciplines of accounting, finance, economics, management and marketing.
- The Coastal Federal Center for Economic and Community Development offers students and faculty opportunities to conduct applied research projects for local businesses, organizations, and government agencies. Some research projects through the years have included numerous surveys, assessments, feasibility studies and impact studies.
- Students can apply for the Wall Fellows program, a unique organization designed to prepare top business students for high-level careers in major U.S. and international corporations and organizations. This two-year program features internships and coursework covering specific interpersonal and communication skills, ethics, personal appearance, and business and social etiquette.

What are some career options for marketing majors?

- Sales management
- Market research
- Market analysis
- Customer service management
- Public relations
- Advertising (creating ideas and/or writing copy)
- Retail merchandise management

What kind of courses do marketing majors take?

CBAD 351	Consumer Market Analysis
CBAD 357	Marketing Research
CBAD 451	Retailing Management
CBAD 453	Integrated Marketing Communications
CBAD 454	International Marketing
CBAD 455	Personal Selling and Sales Management
CBAD 458	Marketing Strategy

Whom can I contact for more information?

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- You can also obtain more information at www.coastal.edu/business.

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