



P.O. Box 261954
Conway, S.C. 29528-6054
1.800.277.7000
www.coastal.edu

Marketing

What does a marketing major study?

Marketing students focus on understanding the marketplace and developing appropriate marketing strategies for their organizations. Marketers bring buyers and sellers together in the marketplace to allow each party to realize their desired outcomes. For buyers, this means solutions to their problems. For sellers, this typically means increasing market share, revenue, profitability, and other outcomes. Marketers create items of value (goods, services, ideas, etc.) that are priced, promoted, and distributed in a competitive and dynamic marketplace.

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 454	International Marketing
CBAD 357	Marketing Research	CBAD 455	Personal Selling & Sales Management
CBAD 451	Retailing Management	CBAD 458	Marketing Strategy
CBAD 453	Integrated Marketing Communications		

Whom can I contact for more information?

- Mark Mitchell, D.B.A., chair of the department, 843-349-2392 or mmitchel@coastal.edu
- Academic advisers: Penny Bell, 843-349-2691 or pbell@coastal.edu
Jaime Davis, 843-349-2427 or jdavis@coastal.edu
- You can also find more information at www.coastal.edu/business.