

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?

- 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 kinds of courses do marketing majors take?

CBAD 350 Marketing
CBAD 371 Marketing and Organizations
CBAD 344 Legal Environment of Business
CBAD 351 Market Analysis
CBAD 357 Marketing Research

Whom can I contact for more information?

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

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