



The objective of any firm is to market and sell its products or services profitably. Advertising, marketing, product, brand, public relations, and sales managers coordinate the market research, marketing strategy, sales, advertising, promotion, pricing, product development, and public relations activities of an organization.

At Ottawa University

The marketing major is designed to provide an understanding of the basic concepts of marketing. It offers students an opportunity to think critically and apply learned principles to the marketing function. OU marketing graduates leave prepared to practice marketing in changing and competitive environments. As the major offers some flexibility in curriculum, students can gain specific areas of professional knowledge in sales, public relations, digital marketing and advertising, as well as international marketing. Students also gain a strong understanding of how to market a business through promotional strategies and Internet marketing.

Careers

Occupations for which marketing graduates are qualified include marketing coordinator, manager, director, and assistant vice president, research analyst, advertising and promotions specialist/manager, brand manager, product manager, media manager, public relations manager, and logistics coordinator.

Education and Qualifications

A bachelor's degree is required for most marketing management positions, with 1-5 years of experience often desired. Advancement to levels of vice president and higher will likely require an advanced degree and/or certifications. Marketing professionals should be mature, flexible, decisive, and highly motivated. In addition, the ability to communicate persuasively, both verbally and in writing, with other managers, staff, and the public is vital.

Undergraduate Marketing

Foundation Courses

ACC 20364 Accounting for Business Operations

Introduces operating activities of business. Emphasis on using income statements to plan and evaluate the operations of a for-profit entity.

ECO 20163 Macroeconomics

Focuses on inflationary consequences of monetary and fiscal policies designed to eliminate poverty and unemployment, significance of money and government deficits on attainment of goals of high employment and economic growth in a non-inflationary environment and role of the dollar in international trade.

ECO 20263 Microeconomics

Study of the role of prices in allocating and developing scarce resources to meet the needs and demands of consumers, the impact of the profit motive on business size and efficiency, the economic power of large-scale business firms, the interplay of private and public choice through price controls, business regulation and taxation.

MAT 20143 Business Mathematics

Focuses on basic mathematics skills, business mathematics applications and problem solving strategies. Concepts include properties of real numbers, fundamental operations of rational numbers, fractions, decimals, percents, numerical and graphical descriptions of data, basic probability, and logical thinking. Alternate: MAT 20043 (Recommended) or MAT 10643.

OAD 30763 Business Statistics

Focuses on basic methods of research design and analysis of data including descriptive and inferential statistics. Topics include mean, median, mode, frequency distributions, range, standard deviation, probabilities of sampling selection, Z-score, T-value, regression and correlation, hypothesis testing, analysis of variance, and Chi-square analysis.

OAD 31664 Business Ethics

Introduces development of personal and group norms required for work places. Topics include moral reasoning in business, employee rights and responsibilities of corporations.

Required Major Courses

OAD 31863 Principles of Marketing

Analysis of consumer behavior and configuration of target markets. Emphasis on management of organization activities designed to satisfy target market planning, pricing, promotion, and distribution of the product or service.

OAD 40864 International Marketing

Examines differences between domestic and international marketing and provides framework for analyzing major risks and opportunities (informed markets) to develop techniques for preparing and implementing successful international marketing plans.

OAD 41264 Marketing Research and Analysis

Introduction to marketing research. Covers gathering information needed to solve marketing problems, problem identification, data analysis and interpretation, and reporting research results.

OAD 41334 Integrated Marketing Communication

Students learn about the components of integrated marketing communication plans such as public relations, advertising and promotion, selling and direct marketing, customer relationship management, and electronic and digital media.

OAD 41434 Supply Chain Management and Logistics

Students learn how to use analytical tools will compare and contrast the different modes of transportation and how they may be used in getting products to market in a cost effective and timely manner.

OAD 41364 Consumer Buying Behavior

Consumer buying behavior describes the consumer's attitudes, preferences, intentions and decisions in the marketplace when purchasing a product or service. Students are introduced to the concepts of consumer behavior, processes and models that help to explain the differences in consumption and choice. Course also draws on concepts from marketing, economics, and behavioral sciences.

OAD 41534 Digital Marketing

Students are introduced to multi-channel marketing using the internet and develop technical/technological skills to enable them to identify and engage and develop relationships with customers in the digital environment. Topics also include effective online marketing strategies, user generated content, search engine optimization, social media and networks, mobile media, and web analytics.

OAD 49700 Strategic Marketing (Capstone)

Capstone course that guides students in the integration of functional content areas in the field of marketing. Addresses marketing issues and applies marketing theories and techniques to problems and cases through a process of strategic decision making.

Prerequisite: All core marketing coursework

Concentrations Available:

- ▶ Digital Media Marketing
- ▶ Public Relations