The Franklin Pierce Difference

The Marketing Major at Franklin Pierce University helps students gain knowledge and skills to successfully develop, price, promote and distribute world class products and services. The curriculum balances a creative approach to marketing challenges, with the results-driven practice sought by today's companies. Faculty bring their industry experience with some of the world's most respected companies to the classroom. Built into the major is an emphasis on global diversity, green marketing and sustainable business practices. The Marketing Department also maintains a strong internship program through relationships with employers in many business sectors across New England.

Course Details

The Marketing Major combines a basic liberal arts education with specialized preparation for a career in marketing. Courses cover topics such as consumer behavior, electronic commerce, market research, product development and database applications. Students acquire broad knowledge relevant to a variety of marketing settings along with skills that allow them to specialize in an area of interest. A student-selected marketing elective and internship are also required. The liberal arts core at Franklin Pierce University helps Marketing students gain skills in effective communication, critical thinking, creative problem solving and team-based projects, which are essential qualities for success in today's business climate.

Faculty bring their industry experience with some of the world’s most respected companies into the classroom. Small classes permit rich interaction and personal advising to take place - from a student’s admission through graduation.

Co-curricular Opportunities

- Marketing students are able to join the Small Business Advisory Group (SBA) where they serve in a consulting role helping local firms solve marketing challenges in a team structure that mirrors the corporate environment.
- Students can participate in the Franklin Pierce chapter of the internationally-recognized Students in Free Enterprise (SIFE) group, partnering with organizations on educational outreach projects and socially-responsible business ventures.
- Franklin Pierce University maintains an active chapter of the Sigma Beta Delta Honor Society for students pursuing marketing and other business fields.

Student Success

- The Franklin Pierce University Students in Free Enterprise (SIFE) team won the SIFE regional championship in 2005 and 2008, advancing to the national finals where students had the opportunity to network with Fortune 500 executives.
- Students have completed prestigious internships with such organizations as the New England Patriots, WHDH-TV and Arnold Worldwide Advertising in Boston.
- Marketing students initiated a five-year agreement with the Boston Red Sox to serve as a “Green Team,” promoting recycling efforts and environmentally-friendly practices at Fenway Park.
Marketing

Major Requirements

In addition to the Individual and Community Curriculum (page 118 of the Academic Catalog) and Divisional Core Requirements (below), the following courses must be completed successfully with a grade point average of at least 2.0 to fulfill the major requirements.

CIT130 Database Applications or CIT140 Electronic Spreadsheets
MK314 Consumer Behavior
MK333 Marketing Research
MK350 Electronic Commerce
MK___ Marketing Elective*
MK474 Marketing Management
MK390 Internship in Marketing or MK495 Senior Independent Project

* Electives may be chosen from
MK304 Advertising
MK317 Physical Distribution
MK365 International Marketing
MK299/399/499 Independent Study in Marketing, or AD370 Advertising in America

Division of Business Administration

Core Requirements

All students graduating with a major in one of the Division of Business Administration areas must successfully complete the following courses:

AC101 Principles of Accounting I
MN201 Principles of Management
MK201 Principles of Marketing
ET101 Principles of Economics I
FM224 Principles of Financial Management
BA258 Legal and Social Environment of Business
IB364 The Global Economy
MT260 Statistics
BA471 Senior Business Seminar
BA001 Comprehensive Exam

Each student must also complete an internship or Senior Independent Project that includes either a thesis, business plan, or other significant research project.

Divisional Honors

An Honors candidate for any major in the Business Division must have a 3.0 cumulative grade point average and a 3.25 grade point average in all major courses with no grade lower than a C-. A High Honors candidate for any major in the Business Division must have a 3.0 cumulative grade point average and a 3.5 grade point average in all major courses with no grade lower than a C-. Candidates for Honors/High Honors must have completed an advanced internship or a Senior Independent Project that includes either a thesis, business plan, or a significant research project in their major area.

Areas of Study within the Division of Business Administration

- Accounting-Finance (Major, with a Minor in Accounting and a Minor in Finance available to students pursuing a major within the Division)
- Advertising (Minor)
- Arts Management (Major, with concentrations available in Art History, Dance, Fine Arts, Graphic Communications, Mass Communication, Music, and Theatre Arts.)
- Business Administration (Minor)
- Economics (Minor)
- Management (Major, with a Minor in Management available to students pursuing a major within the Division)
- Marketing (Major and Minor offered)
- Sports and Recreation Management (Major and Minor offered)

Marketing Faculty

Faculty:
Dr. Jason Little
B.Mus., Keene State College,
M.B.A., New Hampshire College,
Ed.D., Nova Southeastern University

Dr. Mack Bean
B.S., Greenville College,
M.B.A., Franklin Pierce College,
Ed.D., Nova Southeastern University

Senior Lecturer:
William Costa
B.A., M.A., Goddard College,
M.B.A., Franklin Pierce College

The Academic Catalog can be viewed online at www.franklinpierce.edu/catalog. Copies are also available through the Admissions Office.

For more information or to arrange a campus visit, contact the Admissions Office at 800.437.0048.