



Bachelor of Business
Administration
4-year program

sound like you?

**Create promotional
materials for Nike •**

**Work as a product
marketing manager**

**• Conduct marketing
research**

did you know?

It took some popular
products such as contact
lenses, computers and fax
machines 100 years to get
to the marketplace.

Marketing at UT

Marketing is everywhere. The billboard you pass on the highway, the cheese sample at the grocery store and even the writing on your toothbrush are all products of marketing. Organizations need marketing majors to understand their consumers and competition and to make decisions about how to develop, manage, price, promote, and place their product effectively in the marketplace. Marketing professionals are valued for their awareness of issues and trends and their ability to respond to challenges quickly, creatively and appropriately.

UT's program gives students a wide range of marketing knowledge, covering specific areas of expertise such as advertising, promotion, professional sales, business marketing, product management, international marketing and marketing research. The program provides courses and experiences that are needed for success in the marketplace.

Students can gain real-world experience through numerous internship opportunities that often lead to full-time positions. This lets students work with accomplished professionals in the marketing field while earning college credit and money. In addition, scholarships and an honors program are available to qualified students.

What to expect when you graduate

Most marketing graduates find satisfying careers in the areas of professional sales, advertising management, purchasing, product management, logistics management, business and market analysis and marketing research. Others use their creative and analytical skills in public service and business administration positions.

Check out all our majors online @ utoledo.edu/admission/majors.asp



MARKETING

The College of Business Administration has wireless laptops with Internet access and accessories for students to check out and use in Stranahan Hall. The College won Dell's GenerationIdea nationwide contest for this innovative use of technology, originality and appropriateness to other higher education institutions.

College of Business
Administration

Group campus tours are available Monday through Friday at 10:30 a.m. or 2:30 p.m., and on Saturday at 11:15 a.m., year round, with the exception of national holidays. Individual admission appointments are available by request. Individualized college or department visits are also available weekdays at 1:15 p.m. by appointment.

utoledo.edu/admission/campusvisit
800.5TOLEDO

Sample Curriculum*

FIRST YEAR

Fall Semester

BUAD 1000 Orientation	1
ENGL 1110 College Composition I	3
MATH 1260 Calculus with Business Application I	3
BUAD 1010 Intro to Business	3
Humanities Elective	3
Social Science Elective	3
Total	16 hrs.

Spring Semester

ENGL 2960 Organiz Report Writing	3
MATH 1270 Calculus with Business Application II	3
BUAD 1020 Micro-Computer Applications	3
ECON 1150 Intro to Macro Economics	3
Natural Science Lecture Elective	3
Natural Science Lab	1
Total	16 hrs.

SECOND YEAR

Fall Semester

BUAD 2000 Career Development I	1
BUAD 2040 Financial Accounting Info	3
BUAD 2060 Data Analysis for Business	3
ECON 1200 Intro to Micro Economics	3
Non-Business Elective	3
Multicultural US-Diversity Elective	3
Total	16 hrs.

Spring Semester

BUAD 2050 Acct for Decision Making	3
BUAD 2070 Application of Statistics	3
BUAD 2080 Global Environment of Business	3
Humanities Elective	3
Natural Science Lecture Elective	3
Non-Business Elective	1
Total	16 hrs.

THIRD YEAR

Fall Semester

BUAD 3000 Career Development II	1
BUAD 3010 Principles of Marketing	3
BUAD 3020 Manufacturing & Service Systems	3
BUAD 3030 Managerial & Behavior	3
BUAD 3040 Principles of Financial Management	3
COMM 3880 Professional Business Comm	3
Total	16 hrs.

Spring Semester

BUAD 3050 Info Tech Management	3
BUAD 3470 Legal Environment of Business	3
MKTG 3850 Buyer Behavior & Retail Marketing	3
Marketing Elective	3
Business Elective/Minor Elective	3
Non-Business Elective	1
Total	16 hrs.

FOURTH YEAR

Fall Semester

MKTG 4940 Approved Internship or Business Sub	3
MKTG 3880 Marketing Res & Data-Based Mgmt	3
Marketing Elective	3
Business Elective/Minor Elective	3
Non-Business Elective	3
Total	15 hrs.

Spring Semester

BUAD 4020 Senior Bus Policy Forum	3
MKTG 4130 Marketing Analysis & Decision Making	3
Business Elective/Minor Elective	3
Marketing Elective	3
Multicultural Non-Western Elective	3
Total	15 hrs.

*Sample curriculum is subject to change. Please consult the department for up-to-date information. For more detailed program requirements, visit catalog.utoledo.edu.

For more information about Marketing, contact:

Dr. Ronald Zallocco
Department of Marketing and International Business
The University of Toledo
Toledo, OH 43606-3390
419.530.2093
ronald.zallocco@utoledo.edu
www.utoledo.edu/business/MIB