



BUSINESS ADMINISTRATION

MARKETING EMPHASIS



University of Findlay

Program Overview

Finding ways to make products and services shine in the spotlight can be exciting and challenging. Marketers work to increase brand engagement, sales, and return on investments for the organizations that employ them. Learning to look at things from the customers' points of view is extremely valuable for any business person in any organization.

At the University of Findlay, we are preparing the next generation of business leaders by providing them with both the foundational skills and in-depth knowledge required to be successful in the world of business. Undergraduate students in the College of Business work towards earning a Bachelor of Science in Business Administration with an emphasis in an area of their choosing.

The marketing emphasis at the University of Findlay will help you develop meaningful and applicable skills in sales and business communications, industry technology tools, digital marketing methods, and leadership. To enhance

your degree, you can also double major or minor in areas such as graphic design, human resource management, finance, sociology, English, psychology, or communication.

Vast Array of Roles

Findlay graduates have gone from graduation to occupation with businesses such as:

- AR Marketing
- Disney
- IGS
- Coca-Cola Refreshments
- Norfolk Southern
- Cardinal Health
- Fastenal
- Net Jets
- Cooper Tire & Rubber Co.
- Crown Equipment
- Cleveland Browns
- Target
- Rowmark
- Global Digital Marketing
- Marathon Petroleum

WHY MARKETING?

Careers in marketing focus on promoting and selling products, services, and brands to attract and engage customers. In today's dynamic business landscape, marketing professionals work across many channels, including digital platforms, social media, and traditional media. Impactful roles include marketing managers, sales professionals, brand strategists, digital marketers, content creators, advertising specialists, and market analysts. These careers involve creativity, data analysis, communication, and adaptability in a fast-paced industry. Careers in marketing are expected to grow with evolving digital technologies.

12:1*

campus-wide student-to-faculty ratio

6

COB Emphasis Areas allow students to narrow in on their interest

20

consecutive years earning News & World Report's annual survey of "America's Best Colleges" ranking

RECENT GRADS WERE HIRED AT COMPANIES LIKE THESE:



STUDENT ORGANIZATIONS AND UNIQUE OPPORTUNITIES

- Accounting Club
- Delta Mu Delta
- Investments Club
- Marketing Club
- Empowerment of Business-Oriented Women (BOW)
- Innovation Competition
- Sports and Events Business Experience Club
- Oiler 10
- Dana Scholars
- B.O.L.D. Student Ambassador
- Bravely Leading Women's Leadership Conference
- NGA Competition

ACCREDITATION



We are proud to have earned ACBSP's accredited status for our Bachelor of Science business majors along with nearly all of our MBA degrees.

Four-Year Business Programs CORE (41 credit hours required)

ACCT 220	Principles of Financial Accounting.	3
ACCT 221	Principles of Managerial Accounting.	3
BUAD 101	First-Year Experience for Business Majors.	2
BUAD 211	Business Communications.	3
or		
ENGL 272	Introduction to Technical Communication.	3
BUAD 220	Principles of Management.	3
BUAD 310	Business Law-Contracts and Negotiable Instruments.	3
BUAD 323	Organizational Leadership.	3
BUAD 370	Introduction to Business Analytics.	3
BUAD 390	Business Research	3
BUAD 493	Business Policy/Strategic Management	3
ECON 200	Principles of Macroeconomics.	3
ECON 201	Principles of Microeconomics	3
FNCE 300	Principles of Finance	3
MRKT 220	Principles of Marketing	3

CORE+

CORE+ is UF's unique general education program. It provides the foundation of UF's liberal arts education and helps to develop the soft skills that are highly valued by today's employers. Students take 42 credit hours in the following categories:

- C - Critical Thinking
- O - Oral and written communication
- R - Relationships to the real world
- E - Engagement for meaningful lives and productive careers
- + - Experiential learning

Marketing Emphasis Required Courses

MRKT 377	Consumer Behavior in Marketing.	3
MRKT 398	Digital Marketing	3
MRKT 445	Professional Selling	3

Marketing Emphasis Elective Courses (select six courses)

ART 305	Graphic Design.	3
BUAD 352	International Marketing	3
BUAD 499	Business Internship.	1 to 12
COMM 280	Social and Digital Media	3
COMM 375	New Media Design and Production.	3
COMM 382	Digital Storytelling	3
MRKT 370	Principles of Social Media	3
MRKT 400	Topics in Marketing	3
MRKT 477	Integrated Marketing Communications.	3
MRKT 485	Marketing Management.	3
MRKT 495	Seminar in Marketing.	1 to 3
BUAD 499	Minimum of three semester hours.	3+
MRKT 495	Minimum of three semester hours.	3+



"Prepared me for the real world."

"UF's College of Business has already prepared me for the real world with just a few semesters under my belt. I've learned how to build connections, maintain a strong work ethic, not be afraid to take a big leap, and so much more. I'm forever grateful for what the COB has provided me with this far and cannot wait to see what the future holds."

– Kaylee Pajor



University of Findlay

OFFICE OF ADMISSIONS

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APPLY