

# MARKETING

## PROGRAM OVERVIEW

Our marketing major is designed to offer students real world experience that employers will value. Every Capital marketing major will 1) graduate with a professional marketing portfolio that may be shared with prospective employers, 2) work on marketing projects with local businesses, 3) have the ability to become certified in digital marketing, 4) complete at least one marketing internship, and 5) master real world marketing learning outcomes that help build a competitive resume. All business programs with the School of Management and Leadership are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

## CAREERS AND PLACEMENT

Columbus is the nation's 14th largest metropolitan area, and Capital's marketing major leverages our strong connections to the Columbus business community. Capital marketing graduates can be found in marketing-focused firms such as Fahlgren Mortine and The Shipyard, as well as nationally recognized retail chains such as Scotts and L Brands. Other students find careers in corporate marketing departments with large, well-established companies such as Nationwide, JP Morgan, Cardinal Health, or fast-growing startups. Your marketing portfolio and digital marketing certifications will open a wide variety of opportunities.

## EXPERIENTIAL LEARNING

Capital University marketing majors gain valuable experience by partnering with local businesses through "live cases" in classes and marketing internships. This helps students develop invaluable skills, build their resumes, and network with the local business community.

## AS A GRADUATE, YOU WILL BE PREPARED TO:

- Create and deliver professional marketing reports and presentations
- Complete a situational analysis
- Write and deliver a marketing plan
- Conduct and interpret qualitative and quantitative marketing research

## WHAT ARE OUR GRADS DOING NOW?

- Rotation Analyst
- Digital Content Associate
- Digital Marketing Analyst
- Marketing Coordinator
- Social Media Marketing Specialist
- Digital Client Success Specialist
- SEO Strategist

## Four-Year Sample Schedule of a Marketing Major

### First Year Fall

15 credit hours  
Intro to Business - 4  
College Algebra - 3  
First Year Seminar - 3  
Reading & Writing - 3  
College Success - 1

### First Year Spring

17 credit hours  
Marketing Principles - 4  
Micro or Macroeconomics - 4  
Elementary Stats - 3  
Speaking & Listening - 3  
Ethical Thought - 3

### Second Year Fall

16 credit hours  
Financial Acctng - 4  
Consumer Research &  
Strategy - 4  
Business Law - 2  
Professional Development - 2  
Religion - 3

### Second Year Spring

15 credit hours  
Managerial Acctng - 2  
MIS - 4  
Organizational Behavior - 4  
Promotional Planning &  
Metrics - 5

### Third Year Fall

15 credit hours  
Finance - 4  
Digital Marketing - 4  
Natural Science, lab - 4  
Humanities - 3

### Third Year Spring

15 credit hours  
Int'l Business - 4  
Natural Science - 2  
Business Ethics - 2  
Sales & Marketing  
Technology - 4  
Fine Arts - 3

### Fourth Year Fall

17 credit hours  
Global Systems - 3  
Operations Management - 4  
Cultural Pluralism - 3  
Elective - 3  
Elective - 4

### Fourth Year Spring

14 credit hours  
Internship - 2  
Marketing Strategy &  
Management - 4  
Business Policy - 4  
Elective - 4

All courses subject to availability and advisor approval. All undergraduates must demonstrate that Signature Learning goals have been met.



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