

MARKETING, BS

Banner Code: BU-BS-MKTG

Academic Advising

Phone: 703-993-1880

Email: masonbus@gmu.edu

Administration

- Laurie Meamber, Chair, Marketing Area

The BS in Marketing (MKTG) prepares students for a broad range of global and domestic career options in corporations, small businesses, government, and nonprofits. A marketing degree provides students with a solid foundation in marketing management for understanding the needs of the customer, the value organizations create for their customers, and opportunities and threats in the global marketplace. Students learn marketing concepts and practices related to consumer behavior, marketing research and analytics, and marketing planning and strategy (product development, pricing, distribution, and advertising and promotions). Our graduates work in such diverse fields as advertising and marketing communications, product and brand management, customer relationship management, new product/service development, new market and business development, sales, retail management, marketing research and analytics, and digital and social media marketing.

Admissions & Policies

Policies

Academic Policies

Students should become familiar with the university's general academic policies in addition to those specific to each academic unit.

E-mail

George Mason University uses only Mason e-mail accounts to communicate with enrolled students. Students should activate their Mason e-mail, use it to communicate with their school/department/program and other administrative units, and check it regularly for important information.

Study Elsewhere Policy

A student who has matriculated at Mason may transfer a limited number of hours (9 for undergraduates, 6 for graduates) of coursework in School of Business disciplines from another institution (not including registration through the Consortium of Universities of the Washington Metropolitan Area or coursework completed through the Center for Global Education). Students are permitted to take courses elsewhere under unusual circumstances—these circumstances do not include scheduling or commuting convenience, or financial (lower cost) reasons.

Special instructions for School of Business students: courses that are attempted at a two-year institution may not be used to fulfill upper-level requirements. Any course that a student wished to transfer to fulfill major or graduate-level course requirements in the School of Business must be attempted at an institution accredited by the Association to Advance Collegiate Schools of Business (AACSB).

For additional information, see AP1.4.2 Permission to Study Elsewhere.

Undergraduate Internship Policy

The School of Business recognizes the importance of experiential education in both learning to apply theory to practice and positioning students for success in their careers. Because the School of Business is committed to supporting students' professional success, the School requires that all student internships for credit be registered with the School of Business as either BUS 492 Undergraduate Internship or ACCT 492 Internship in Accounting. Students may enroll in a maximum of 6 credits for these courses. For students in catalog years Fall 2016 and beyond, one internship course may apply to the major, and a second internship course would apply as elective credit. For students in catalog years prior to Fall 2016, a maximum of 6 credits of internship may apply to general electives.

Termination from the Major

A grade of C or higher is required in each of the School of Business listed core courses. Students will not be permitted to make more than three attempts to achieve a C or higher in the following School of Business core courses: ACCT 303 Accounting for Decision Making or ACCT 330 Financial Accounting I, BULE 303 Legal Environment of Business, BUS 303 Develop Professional Skills II: Advanced Elements, FNAN 303 Financial Management, MGMT 303 Principles of Management, MIS 303 Introduction to Business Information Systems (Mason Core), MKTG 303 Principles of Marketing and OM 303 Operations Management. Once a student has attempted a School of Business Core or Accounting major course twice unsuccessfully, they must meet with an academic advisor in order to receive an override to register for the third attempt. Those who do not successfully complete these core courses within three attempts will be terminated from their major and will not be eligible to receive a degree from the School of Business. Students terminated from the School of Business are prohibited from enrolling in any School of Business course. Students terminated from the School of Business are permitted to declare a business minor. For more information about this, see AP5.2.4 Termination from the Major.

University Consortium

Students should review university policies regarding the University Consortium under Special Registration Procedures in the Academic Policies section of this catalog. Students who have attempted or failed a course at Mason are not permitted to take the equivalent course through the consortium under any circumstance. All consortium registration requests must be submitted to the dean's office at least 3 weeks prior to the first day of classes for the relevant semester at Mason.

Any consortium course that a student wishes to register for to fulfill major or graduate-level course requirements in the School of Business must be attempted at an institution accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Non-Business School Student Credit Limitation

Enrolled undergraduate students who are not declared in a School of Business major are limited to 9 credits of upper-level business coursework within the School of Business. This policy applies to any student who is declared in another major or program at Mason and includes students enrolled in the School of Integrative Studies and the Bachelor of Individualized Study programs. This policy does not apply to

students who have declared a School of Business minor and are earning required credit toward that minor.

Undergraduate Course Overload Policy

The School of Business recommends that undergraduate students attempt no more than 18 credits in an academic semester and no more than 14 credits in a summer term. Students wishing to attempt more than 18 credits must submit a Permission to Overload form to their academic advisor.

To be eligible for a course overload, a student must fulfill all of the following criteria:

- At least a 3.0 cumulative GPA at Mason
- Have completed all courses successfully in his/her previous semester with no Fs or incompletes (IN)
- Complete the Permission to Overload form and obtain an academic advisor's signature

Freshmen and transfer students in their first semesters are not given permission for overloads as they have yet to establish an academic record at George Mason University.

If approved for an overload, the student is responsible for adding the additional class(es) and paying for the related tuition by the official university deadlines.

Appeals Process

The School of Business strives to maintain policies and procedures that are consistent with those of the University, as well as in the best interest of our students. If you have any questions concerning a particular policy or procedure, contact the Office of Student Success & Academic Services, Room 008 of Enterprise Hall (703-993-1880) or visit the website (<http://business.gmu.edu>).

Courses Excluded from any School of Business BS Degree

Transfer credit is not awarded for any School of Business courses completed more than ten years prior to Mason enrollment.

| Code | Title | Credits |
|----------|--|---------|
| SWE 401 | Internship Reflection | 1 |
| MUSI 394 | Ethnomusicology Internship | 1-4 |
| COMM 450 | Internship in Communication | 3 |
| FAVS 450 | Internship in Film and Video Studies | 3 |
| GOVT 480 | Internship | 3 |
| MUSI 496 | Internship | 2-6 |
| CONF 370 | Internship Field Experience | 1-9 |
| PHIL 306 | Philosophy Internship | 3 |
| RELI 426 | Religious Studies Internship | 3 |
| ARTH 393 | Art History Internships | 3-6 |
| GCH 498 | Global and Community Health Internship | 3,6 |
| GAME 491 | Internship | 3-4 |
| HAP 498 | Health Administration Internship (Mason Core) | 4 |
| HDFS 499 | Advanced Internship Analysis in Human Development and Family Science | 3 |
| EVPP 494 | Internship | 1-3 |
| ENGH 459 | Internship | 1-3 |

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| MUSI 395 | Teaching Internship | 1-4 |
| INTS 290 | Internship | 1-6 |
| INTS 390 | International Internship | 1-6 |
| INTS 490 | Internship | 1-6 |
| ECON 498 | Internship | 3-6 |
| ASTR 409 | Astronomy Internship | 3 |
| SPMT 490 | Internship (Mason Core) | 12 |
| TOUR 490 | Hospitality, Tourism, and Events Management Internship (Mason Core) | 12 |
| CLIM 409 | Research Internship | 3 |
| CHIN 490 | Internship in Chinese Studies | 1-9 |
| CONS 498 | Internship | 1-3 |
| THR 455 | Theater Education Internship | 6-12 |
| AFAM 490 | Internship | 2-6 |
| KINE 490 | Kinesiology Internship III (Mason Core) | 12 |
| AMGT 489 | Internship in Arts Management | 1-4 |
| HDFS 498 | Internship and Analysis in Human Development and Family Science | 3 |
| ANTH 495 | Internship | 1-6 |
| PRLS 490 | Recreation Management Internship (Mason Core) | 12 |
| GGG 480 | GGG Internship | 1-3 |
| SPAN 490 | Internship in Spanish | 1-6 |
| AVT 489 | Internship in Art and Visual Technology | 1-6 |
| USST 490 | Internship | 3 |
| WMST 400 | Internship in Women and Gender Studies | 1-3 |
| CDS 491 | Internship | 1-3 |
| HHS 480 | Research Internship in Health and Human Services | 3 |
| CRIM 480 | Internship | 6-12 |
| HIST 399 | Internship | 1-9 |
| RHBS 490 | RS: Clinical Research Internship | 3 |
| LAS 490 | Internship | 1-6 |
| HAP 480 | Research Internship in Health and Human Services | 3 |
| KINE 341 | Kinesiology Internship I | 3 |
| SOCW 480 | Research Internship in Health and Human Services | 3 |
| MUSI 495 | Internship in Music Education (Mason Core) | 6-12 |
| KINE 441 | Kinesiology Internship II | 3 |
| PHYS 409 | Physics Internship | 3 |
| HHS 492 | RS: Internship in Clinical Research | 3 |
| SOCI 416 | Internship in Sociology | 1-6 |
| FRLN 490 | Internship in Foreign Language Studies | 1-6 |
| ENGR 395 | Engineering Internship | 3 |
| GEOL 480 | Internship | 1-3 |
| AVT 453 | Professional Practices | 3 |
| CVPA 489 | Field Experience in the Arts | 3-6 |
| GLOA 495 | Global Experiential Learning | 1-18 |
| KINE 330 | Seminar in Kinesiology | 3 |
| ECED 490 | Internship in Early Childhood Education | 1-6 |
| FRSC 406 | Forensic Internship | 3 |

Requirements

Degree Requirements

Total credits: 120

School of Business students pursuing a BS degree must complete a minimum of 120 credits, including the Mason Core requirements, business foundations, business core and major requirements. In addition, the following requirements must be met:

- A minimum of 45 credits at the 300- or 400-level.
- A minimum of 30 credits of School of Business core and major courses at Mason.
- At least 9 credits required for the specific major and BUS 498 Capstone Course: Advanced Business Models (Mason Core) taken at Mason.
- A grade of C or higher earned in the business foundations, business core and major requirements.

Students should carefully examine prerequisites for School of Business courses. Students may be removed from a course if they enroll without having fulfilled the prerequisites.

Mason Core Requirements

School of Business students must complete the Mason Core requirements, plus 1 additional credit of natural science (the School of Business natural science requirement must be fulfilled by completing two 4-credit laboratory sciences). Some Mason Core requirements may already be fulfilled by the major requirements listed below. Students are strongly encouraged to consult their advisors to ensure they fulfill all remaining Mason Core requirements.

| Code | Title | Credits |
|--------------------------------|------------------------------------|---------|
| Foundation Requirements | | |
| | Written Communication | 6 |
| | Oral Communication | 3 |
| Core Requirements | | |
| | Arts | 3 |
| | Literature | 3 |
| | Natural Science ¹ | 8 |
| | Western Civilization/World History | 3 |
| Total Credits | | 26 |

¹ School of Business students required to complete 8 credits of natural science by completing two 4-credit laboratory sciences.

Note:

Remaining Mason Core requirements are fulfilled with major coursework.

Business Foundations

| Code | Title | Credits |
|-------------------------|---|---------|
| ACCT 203 or ACCT 204 | Survey of Accounting Honors Survey of Accounting | 3 |
| BUS 100 | Business and Society (Mason Core) | 3 |
| BUS 103 | Develop Professional Skills I: Foundational Elements | 3 |

| | | |
|---|---|-------|
| BUS 200 | Global Environment of Business (Mason Core) | 3 |
| BUS 210 | Business Analytics I | 3 |
| BUS 310 | Business Analytics II | 3 |
| ECON 103 | Contemporary Microeconomic Principles (Mason Core) | 3 |
| ECON 104 | Contemporary Macroeconomic Principles (Mason Core) | 3 |
| Select one from the following: ¹ | | 3-4 |
| MATH 108 | Introductory Calculus with Business Applications (Mason Core) | |
| MATH 113 | Analytic Geometry and Calculus I (Mason Core) | |
| MATH 114 | Analytic Geometry and Calculus II | |
| HNRT 225 | Applied Calculus | |
| Total Credits | | 27-28 |

¹ MATH 108 Introductory Calculus with Business Applications (Mason Core) or MATH 113 Analytic Geometry and Calculus I (Mason Core) satisfies the Mason Core quantitative reasoning requirement.

Business Core

A grade of C or higher is required in each of the School of Business listed core courses.

| Code | Title | Credits |
|-------------------------|--|---------|
| ACCT 303 or ACCT 330 | Accounting for Decision Making ¹ Financial Accounting I | 3 |
| BULE 303 | Legal Environment of Business ¹ | 3 |
| BUS 303 | Develop Professional Skills II: Advanced Elements ¹ | 3 |
| FNAN 303 | Financial Management ¹ | 3 |
| MGMT 303 | Principles of Management ¹ | 3 |
| MIS 303 | Introduction to Business Information Systems (Mason Core) ¹ | 3 |
| MKTG 303 | Principles of Marketing ¹ | 3 |
| OM 303 | Operations Management ¹ | 3 |
| Total Credits | | 24 |

¹ Students will not be permitted to make more than three attempts to achieve a C or higher in this course. Those who do not successfully complete these core courses within three attempts will be terminated from their major and will not be eligible to receive a degree from the School of Business. Students terminated from the School of Business are prohibited from enrolling in any School of Business course. Students terminated from the School of Business are permitted to declare a business minor. For more information about this, see AP.5.2.4 Termination from the Major.

General Electives

| Code | Title | Credits |
|-----------------------------------|-------|---------|
| Select 18-19 credits ¹ | | 18-19 |
| Total Credits | | 18-19 |

¹ General electives may be selected from any University or School of Business course, except courses designated for the Business minor (MBUS). Credits awarded as Associate Degree Elective Credit (ADEC) as part of a student's transfer evaluation are also excluded from general electives.

Major Requirements in Marketing

| Code | Title | Credits |
|--|---|---------|
| Required Courses | | |
| MKTG 312 | Consumer Behavior | 3 |
| MKTG 351 | Marketing Research | 3 |
| MKTG 471 | Marketing Management ¹ | 3 |
| Electives | | |
| Select 12 credits from the following list to fulfill the elective requirement as well as any other 300-400 level MKTG courses ² | | 12 |
| MKTG 311 | Sales Management | |
| MKTG 313 | Advertising and Marketing Communications | |
| MKTG 315 | Digital Marketing | |
| MKTG 332 | Retailing and E-Commerce Management | |
| MKTG 333 | Business to Business Marketing | |
| MKTG 352 | Marketing Analytics for New Product Development | |
| MKTG 353 | New Product Development | |
| MKTG 407 | Global Marketing | |
| MKTG 455 | Ethnic and Multicultural Marketing | |
| MKTG 462 | Honors Seminar in Marketing (Topic Varies) | |
| MKTG 481 | RS: Marketing in the Nonprofit Sector | |
| MKTG 491 | Seminar in Marketing | |
| MKTG 499 | Independent Study | |
| BUS 492 | Internship in Business | |
| Total Credits | | 21 |

¹ Satisfies Writing Intensive requirement.

² Except MKTG 301 Principles of Marketing or MKTG 303 Principles of Marketing

Capstone

Students must successfully complete all Business Core courses to be eligible to enroll in BUS 498 Capstone Course: Advanced Business Models (Mason Core).

| Code | Title | Credits |
|---------------|--|---------|
| BUS 498 | Capstone Course: Advanced Business Models (Mason Core) | 3 |
| Total Credits | | 3 |

Second Majors in Marketing

Students declaring a second major in Marketing must complete the three required courses and three elective courses for the major.