Stillman School of Business
Bachelor of Science in Business Administration
Marketing

Why Should I Major in Marketing at Seton Hall?

We believe that class participation, enthusiasm and creativity are the keys to learning. We design our classes to stimulate interest in all aspects of marketing through practical assignments and exercises. For example, in our advertising course, you are guided through an insightful analysis of taped television commercials and are required to develop advertising campaigns. In marketing research (a course some view as “numbers-focused” and “dry”), you will construct, implement and analyze an actual marketing survey. Soon, marketing research students will also view live consumer research sessions that take place in our own focus group facility. In our product planning class, you will brainstorm new product ideas and then apply a systematic process to developing the most viable ideas into actual products. In short, unlike in many large universities where professors lecture to huge groups of students whose names they do not know, and where students passively take notes during lectures in large auditoriums, our curriculum stems from professors working individually with students, and content focused on the pragmatic applications of everything taught.

The Curriculum:

The marketing curriculum consists of core marketing courses and electives. The core courses include marketing research, consumer behavior, advertising and strategic marketing planning and management. In the marketing electives, students explore international marketing, product planning and management, branding, services marketing and sales management.

What Does It Take to Graduate?

In addition to the business core requirements, students must complete at least 15 credits of marketing core courses and marketing electives. Students must also complete the liberal arts and sciences core requirements along with liberal arts and general electives. Students are required to have at least a 2.5 GPA in their combined marketing courses. Top students are invited to join the Stillman School Marketing Honor Society.

Career Opportunities:

Marketing consists of understanding consumers, delivering value to them in the form of products or services, and retaining them as customers. A degree in marketing prepares students for career opportunities in product development, brand management, services marketing, advertising, international marketing, retailing, sales and marketing research. Because of this knowledge of products, services and consumers, marketers are positioned to reach the highest levels in an organization. A marketing education also provides the entrepreneurial skills that enable students to start and operate their own companies or enter an existing family business. A bachelor’s degree in marketing offers excellent preparation for continued graduate studies.

How Do I Apply for Admission?

Send your completed application to Seton Hall University and include the $55 non-refundable application fee ($45 if applying online). Freshman applicants must submit official high school transcripts and any college or university transcripts where credit was attempted, plus the results of the SAT I or ACT assessments. Transfer students must submit transcripts from each college or university where credit was attempted. Those with fewer than 24 earned credits must complete the freshman requirements. Applications are available at admissions.shu.edu.

Can I Get Financial Aid?

Almost 90 percent of the students who entered Seton Hall last year received some form of financial aid, and 75 percent of these students received money directly from the University. The four types of financial aid include scholarships, grants and discounts, loans, and part-time jobs on campus. For further information, visit admissions.shu.edu/FinancialAid.htm or call (973) 761-9332.
Marketing Requirements*:

Arts and Sciences Requirements — 42 credits
A. Oral Communication (3 credits)
B. Communication Electives (3 credits)
C. English (9 credits)
D. Science (3 credits)
E. Mathematics (3 credits)
F. Philosophy (3 credits)
G. Psychology (3 credits)
H. Religious Studies (6 credits)
I. World Culture Electives (9 credits)

Business Requirements — 45 credits
A. Accounting (6 credits)
B. Economics (9 credits)
C. Management (6 credits)
D. Marketing (3 credits)
E. Finance (3 credits)
F. Quantitative Analysis (6 credits)
G. Law (3 credits)
H. Management Information Systems (3 credits)
I. Integrative Courses (6 credits)

Liberal Arts Elective Requirements — 13 credits
General Elective Requirements — 13 credits

* Please see Undergraduate Catalogue

Marketing Major — 15-21 credits
Two of the three following courses are required:
BMKT 3611 Marketing Research (3 credits)
BMKT 3615 Consumer Behavior (3 credits)
BMKT 4631 Advertising Management (3 credits)

The following courses are required:
BMKT 4500 Strategic Marketing Planning and Management (3 credits)
BMKT Marketing Electives (6-12 credits)

Degree Requirements: 128 total credit hours
Marketing majors can choose to use general elective credits toward a double major, minor or certificate.

For more information, call an admissions counselor at 1-800-THE-HALL, send an e-mail to thehall@shu.edu or visit admissions.shu.edu.

To talk to a faculty adviser, contact Joe Wisenblit, Ph.D., chair, Department of Marketing, at wisenbjo@shu.edu (973) 761-9242.