



Bachelor of Science **Marketing**

Overview

The Marketing major is offered in the Faculty of Social Sciences, at **Mona School of Business and Management**. The Marketing major is designed to educate students on the theories, principles and practices of Marketing. Students who take this major are qualified to commence a professional career in marketing on graduation.

Courses in this major include: Principles of Marketing, Marketing Research, Consumer Behaviour, Integrated Marketing Communication, Marketing Strategy and System Analysis and Design.

Entry Requirements

- › Five (5) CXC/CSEC (General Proficiency Grades I-III from June 1998) or GCE/ BGCSE O'Level (Grades A-C) with compulsory subjects: Mathematics and English Language and two (2) CAPE subjects (Units 1 and 2) or GCE/BGCSE A' Level passes in a minimum of two (2) subjects;
OR
- › An Associate degree, Diploma and/or Certificate from other approved tertiary institutions having attained a B+ average or a minimum GPA of 2.5;
OR
- › High School (Grade 12) transcript with a minimum GPA of 3.0 and a minimum SAT I score of 1700 plus a minimum of two (2) SAT II subjects at a score of 500 or above or successful completion of Advanced Placement Courses the International Baccalaureate programme.

1

Marketing is a management process for exploring, creating and delivering value to satisfy the needs of the target audience at a profit. This process involves the coordination of at least four elements of the marketing mix: product, price, place and promotion.

The typical marketing curriculum is aimed at the following:

- › Understanding of the role of marketing in modern organizations.
- › Understanding of consumer behaviour in the marketplace.
- › Understanding of the importance of brand management.
- › Know-how to conduct market research and report on survey findings.
- › Know-how to develop marketing plans.

2

Skills Needed

Intellectual

- › The ability to understand, apply, analyse and evaluate data.
- › The ability to identify problems and know what knowledge is required to solve problems.

Professional

- › Good ethical values
- › Ability to work effectively as a member of a team
- › Report preparation
- › Attention to detail
- › Commitment to lifelong learning

3

What can I do with a Degree in Marketing?

Marketing involves a number of activities such as: Research, Planning, Product Development and Management, Pricing, Distribution and Consumer Behaviour. With a Marketing degree, graduates often pursue professional careers in Marketing and Sales. Graduates can work in the Marketing Department of a business in the private sector. Graduates can also work in the Marketing Department of a Government Agency or in Central Government Ministries. Opportunities are also available in non-profit organizations for graduates.

4

Career Options:

- › Public Relations Specialist
- › Market Researcher
- › Media Buying Specialist
- › Market Analyst
- › Marketing Manager
- › Sales Manager

- › Brand Manager
- › Product Manager
- › Advertising Manager
- › Services Manager
- › Social Media Manager
- › Corporate Communications Manager

