

Business Administration - Marketing

School of Professional Studies

Outcomes

With an undergraduate degree in marketing, careers are possible in:

- Retailing Manager
- Sales Manager
- Advertising Executive
- Credit Manager
- Direct Marketing Specialist
- Distribution and Systems Expert
- Marketing Researcher
- Merchandising Executive
- Promotional Expert
- Sports Marketing Specialist

Contact Information

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PROGRAM DEFINITION

Marketing is concerned with satisfying customers' needs. Marketing is a social and managerial process by which individuals and groups obtain what they need and want by creating and exchanging products. Any sort of exchange, nonprofit or profit related, can be studied and managed through marketing.

PERU STATE'S POINTS OF DISTINCTION

- Faculty members are experienced practitioners as well as experienced educators
- Strong focus on marketing via traditional as well as Internet marketing methods
- Prepares students for a competitive job market
- All courses are offered online and on campus
- Instructional format permitting students personal and extended contact with faculty and individualized guidance during throughout all coursework
- Each program at Peru State College is reviewed on a continual basis and coursework is updated to meet industry standards
- Students completing a degree at Peru State College are prepared to attend the nation's top graduate schools in all program areas
- Adding an academic Minor in a subject area outside of the major is simple at Peru State and can broaden the scope of knowledge and can improve employment prospects for any student.

FACULTY

Mary Goebel-Lundholm, PhD, MBA - Assistant Professor of Business
Bradley P. Griffin, MBA - Instructor of Computer and Management Information Systems
Judy A. Grotrian, PhD - Professor of Business
Christy Hutchison, JD - Associate Professor of Business
Alan Jackson, MBA - Instructor of Business
Sheri Grotrian, ABD - Assistant Professor of Business
William G. Snyder, EdD - Professor of Economics
James Thomas, PhD - Professor of Business
L. Patrick Wray, MBA - Instructor of Business

COURSE REQUIREMENTS

Students are required to have 125 credit hours to graduate. Of the 125 credit hours, students must have 33 hours of business core courses and 24 hours of advanced course work in advanced marketing and web page development. Further information can be found at our website:

<http://www.peru.edu/professionalstudies/programs/>