

# 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 is experienced practitioners as well as experienced educators
- Strong focus on internet marketing and traditional marketing
- Prepare students for the competitive job market
- Loss Prevention Institute (LPI) provides research and policy development for retail loss prevention
- 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.
- 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, BS - Instructor of Computer & Management Information Systems  
Judy A. Grotrian, PhD - Associate Professor of Business  
Christy Hutchison, JD - Assistant Professor of Business  
Alan Jackson, MBA - Instructor of Business  
Sheri Knippelmeyer, MBA - 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/>