Marketing students develop the ability to:
- Analyze data and information
- Communicate
- Critically think
- Research
- Problem solve
- Sell products, services, & themselves

Recipient of a University-systemwide Departmental Teaching Award and was awarded UNK’s Departmental Teaching Award three consecutive years.

CONTACT US
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Kearney, Nebraska 68849
Phone: 308.865.8468 or 1.800.KEARNEY
http://unkcms.unk.edu/academics/marketing/about_marketing-page.php

Marketing Emphasis

Make your passion your career—Everything must be marketed, sports, vacations, fashion, financial services, health care, pharmaceuticals, etc.

The Marketing program at UNK:
- gives you hands on experience developing advertising campaigns and marketing plans for local businesses.
- educates you on conducting marketing research and presenting it at conferences.
- is the only UNK “business” sales program and identified by the Sales Education Foundation as one of the top sales programs in the nation.
- will help you acquire knowledge to take you beyond entry level sales and up the corporate ladder.
- involves you in service learning.
- provides you with opportunities to study abroad and/or intern with quality companies in or outside the U.S.
- offers two minors: International Business and Marketing/Management.

“THE BEST BUSINESS SCHOOLS IN THE WORLD”
Accredited by AACSB International
Semester 1 (16 credits)
ENG 101 Intro to Academic Writing
MATH 102 College Algebra
GS Social Sciences (non-Economics)
General Studies Aesthetics
BSAD 100 Exploring Business
General Studies Portal 188 course

Semester 2 (16 credits)
ENG 102 Acad. Writing & Research
MATH 123 Applied Calculus
GS Oral Communication
GS Natural Sciences with lab
GS Democracy in Perspective

Semester 3 (15 credits)
ACCT 250 Principles of Accounting I
ECON 270 Macroeconomics
MGT 233 Business Stats
General Studies Humanities
MKT 300 Principles of Marketing

Semester 4 (15 credits)
ACCT 251 Principles of Accounting II
ECON 271 Microeconomics
General Studies Humanities
BSED 295 Business Communications
GS Natural Sciences without lab

Semester 5 (15 credits)
MIS 302 Principles of MIS
MGT 301 Principles of Management
MKT 438 Consumer Behavior
FIN 308 Principles of Finance
General Studies Capstone (Rec. MKT 388)

Semester 6 (15 credits)
MKT 430 International Marketing
ACCT 311 Business Law
MGT 493 Issues and Ethics
Marketing elective
Unrestricted elective

Semester 7 (15 credits)
MKT 435 Marketing Research
Marketing elective
ECON 300-498 (Not ECON 388)
MGT 314 Ops/Supply Management
Unrestricted elective

Semester 8 (13 credits)
MKT 456 Marketing Management
MKT 495 Strategy and Policy
Marketing elective
Unrestricted elective
BSAD 400 Professional Readiness

UNK Advantages
Highly qualified faculty are active teachers and scholars dedicated to providing students with:
* One-on-one attention
* Academic and career advising
* Educational and research opportunities
* Research, presentation, and collaboration skills

ALUMNA PROFILE
ASHLEY SOLES SCHROEDER
Ashley Soles Schroeder, 2003 UNK Marketing Emphasis and 2008 MBA graduate, is a Hospital Account Executive for Lilly Pharmaceutical. Ashley said, “UNK provided everything I could have hoped for in a collegiate experience.

One of the best things about going to UNK truly was the ability to form relationships with my professors. I had a network of support that challenged me to think differently and opened doors to a world much bigger than the one I knew. One of the coolest things I did as an undergraduate was participate in the Direct Marketing Educational Foundation. One of my professors told us about the competitive program in Chicago that was open to students throughout the country. I learned about marketing from panels of professionals and fellow students across the United States. The following year, I joined my mentor from the program in San Francisco at a direct marketing trade show. These and other opportunities set me apart and gave me confidence when I entered the job market and pursued my MBA. I am beyond grateful for the amazing years of transition, opportunities, and knowledge gained during my journey at UNK. Choosing Marketing at UNK was one of the most important decisions I have ever made, and I would make the same one again in a heartbeat.”

For more information, contact:
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