



- Start courses in Marketing on day one.
- Learn from expert faculty with industry and entrepreneurial experience.
- Examine issues relevant in understanding how businesses identify, manage, and execute solutions to their marketing needs.
- Engage in hands-on programs that simulate real business situations.
- Build your professional network and take advantage of impressive resumé-building activities.

The success of any business
is directly impacted by marketing.

Delivery Mode: Courses offered in classrooms, some courses offered online.

Contact an Admissions Representative for information about online programs available in your state.

The Marketing program prepares you to:

- Examine market conditions and determine sales potential.
- Conduct meaningful research, identify key characteristics of buying behavior, and develop marketing plans aligned with the culture of global environments.
- Manage relationships with customers, partners, competitors, and suppliers, as well as internal teams and stakeholders.
- Strengthen decision-making techniques while acquiring cross-functional knowledge in operations, accounting, strategic development, finance, law, communications, and consumer behavior.
- Perform an essential range of business skills, including good oral and written communication, teamwork, and presentation skills.

Careers in marketing:

Marketing is the lifeblood of business - as it focuses on selling the right product, at the right price, getting to the right consumers, and promoting it to the right target audience. Marketing covers a range of career opportunities in a number of industries.

Potential positions include:

Account Manager
Brand/Product Manager
Controller
Director of Business Development
Director of Strategy and Planning
General Manager
Global Product Marketing Manager

Insurance Agent
Marketing Coordinator
Market Research Specialist
Owner
Public Relations Specialist
Sales Representative
Team Leader



Residential Campus:
Midland, Michigan

Adult Degree Program:
For the busy adult with
Regional Education Centers
in multiple states and online.

DeVos Graduate School:
Grand Rapids, Lansing, Midland, and Troy, Michigan;
Cedar Hill (Dallas), Texas;
Online

International NU Locations:
Malaysia,
People's Republic of China,
Sri Lanka, Switzerland

MARKETING CURRICULUM

Stick to the plan and earn your Bachelor of Business Administration in only four years.

The Curriculum below is subject to change without notice. Please verify required courses and course offerings with your academic advisor.

Refer to our website for additional curriculum information.

FRESHMAN YEAR

ADV 1100 Principles of Advertising	3	MKT 2010 Principles of Selling	3
ECN 2210 Principles of Microeconomics	3	ECN 2220 Principles of Macroeconomics	3
ENG 1150 Composition I	3	ENG 1200 Composition II	3
FDN 1100 Strategies for Success	1	FDN 1200 Introduction to the Northwood Idea	1
MIS 1050 Basic Computer Applications	3	MGT 2300 Principles of Management	3
MKT 2080 Principles of Marketing	3	MTH 1100 Finite Math OR MTH 1150 College Algebra	3
	16		16 32

SOPHOMORE YEAR

MKT 3050 Consumer Behavior	3	MKT 2200 Sales Management	3
ACC 2410 Fundamentals of Financial Accounting	3	ACC 2415 Fundamentals of Managerial Accounting	3
HIS 2100 Foundations of the Modern World I	3	HIS 2150 Foundations of Modern World II	3
LAW 3000 Business Law I	3	NSC 2100 Environmental Science	3
PSC 2010 Intro to American Government	3	SPC 2050 Speech	3
	15		15 30

JUNIOR YEAR

MKT 3000 E-Commerce	3	MKT 3100 International Marketing	3
3000/4000 HUM Elective	3	3000/4000 Elective	3
3000/4000 NSC OR MTH Elective	3	3000/4000 PSY OR SOC Elective	3
FIN 3010 Financial Management	3	FDN 3100 Career Development	1
MTH 2310 Statistics I	3	MTH 3340 Statistics II	3
		PHL 3100 Ethics	3
	15		16 31

SENIOR YEAR

MKT 4230 Marketing Research	3	MKT 4240 Marketing Management	3
3000/4000 Elective	3	3000/4000 Business Elective	3
ENG 4010 Communication & Interpersonal Relations OR		3000/4000 Civic Literacy Elective	3
Advanced Studies in English OR		3000/4000 Global Understanding Elective	3
Second Year Language Elective	3	MGT 4800 Strategic Planning	3
MGT 4250 Organizational Behavior	3		
PHL 4100 Philosophy of American Enterprise	3		
	15		15 30

SEMESTER HOURS TO GRADUATE

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