MARKETING

Wichita State University is located in the largest economic and cultural center in the state of Kansas. Because of the location, the W. Frank Barton School of Business utilizes relationships with local, national and international companies to provide real-world experiences. Some companies who have partnered with the Barton School of Business include: Allen, Gibbs & Houlik LC; Grant Thornton; Dean and Deluca; Koch Industries Inc.; Spirit AeroSystems Inc.; The Coleman Company; Cargill; and CID Group in China.

All business students are encouraged to take advantage of the following opportunities available: Cooperative Education, Internships, Career Network Experience, Community Organizations, Student Groups, National Student Exchange, and Study Abroad. The Barton School of Business currently has study abroad exchange programs in Austria, Germany, Sweden, France, Mexico, China, Taiwan, and Japan with many classes taught in English.

The W. Frank Barton School of Business is committed to excellence in teaching, research and publication. The faculty represents diverse interests, certifications, and backgrounds. The faculty members publish regularly in a variety of top business journals, and have also written several business textbooks. Faculty members have received or been nominated for numerous awards for teaching, such as the WSU Regents Teaching Award, the WSU Board of Trustees in Excellence in Teaching Award, and the Academy for Effective Teaching Award.

The Barton School is accredited by The Association to Advance Collegiate Schools of Business (AACSB International). AACSB Accreditation is the longest standing and most recognized professional accreditation in the world. The Barton School of Business maintains the highest level of accreditation by having all business and accounting programs at all levels (undergraduate and graduate) being accredited.

Less than 5 percent of the world’s business schools have earned AACSB Accreditation. Fewer than 190 institutions worldwide have earned the specialized AACSB Accreditation for Accounting.

The scholarship program annually commits over a quarter million dollars to students in all areas of business. Scholarships range from $250 to the $48,000 Clay Barton Scholarship.

Marketing at WSU
Marketing involves the design, pricing, promotion and distribution of goods and services for consumers. Marketing encompasses consumer behavior, retail business site selection, store layout, distribution, promotion of new and existing products or services, impact of foreign cultures on marketing systems, budgetary issues, market information gathering and sales force management.

The Marketing Department at Wichita State provides students with classes designed to help them grasp marketing’s critical role in analyzing consumer needs and the importance of securing information designed to ensure that goods, services and ideas created by a firm match buyer expectations. In collaboration with the Elliott School of Communication, a minor in personal selling is now available. Personal selling focuses on face-to-face interaction and personal communication between a seller and buyer.

Also available is an emphasis in real estate. The marketing-real estate option prepares students for careers in commercial and residential real estate brokerage and property management.

Admission
When you choose to major in Marketing, you are admitted to the W. Frank Barton School of Business. An academic advisor from the Business Advising Center will help you enroll in an orientation course where you will learn to develop a study plan and specific requirements for degree completion.

Masters Programs
The Barton School of Business also offers four master’s degree programs. The Masters of Accountancy (MACC), Masters of Arts in Economics (MA-Econ), Masters of Business Administration(MBA) with four different focus areas, and the Executive Masters of Business Administration (EMBA).

For more information
To receive more information, or to arrange a campus visit, contact the Office of Admissions.

wichita.edu/visit admissions@wichita.edu (316) 978-3085
Marcus Welcome Center 1845 Fairmount Wichita, KS 67260-0124
This sheet is an overview of the business major. Many courses have prerequisites and many have minimum grade requirements. Always check with a Business Advisor or your catalog for specifics.

Business Advising Center  Clinton Hall, Room 008  (316) 978-3203

General Requirements
The Barton School of Business requires that at least 50% of upper division courses be completed at WSU. A minimum of 124 credit hours is required for a Bachelor of Business Administration degree. Community college transfer students must complete at least 60 credit hours at a 4-year institution. Courses are 3 credit hours unless otherwise specified. Example (1), (3-5), etc.
All majors must have a minimum of twelve unduplicated credit hours; minors a minimum of three unduplicated.

Foundation
- College English I
- College English II
- College Algebra
- Public Speaking

Note: The above must be completed within the first 48 credit hours of college coursework with a grade of C- or better.

Orientation
For incoming freshmen:
- Becoming a Business Student I (1)
- Becoming a Business Student II (1)
For transfer and adult students:
- Transferring to the School of Business (1)

General Education for Business
- Critical Reasoning
- General Psychology
- OR
- Intro. to Sociology
- Fine Arts introductory course
- Humanities intro. course outside of philosophy
- Intro. course from BIO, CHEM, GEOL, or PHYS
- Business Ethics

Advanced Standing
- Business Calculus
- OR
- Calculus (5)
- Introductory Business Statistics
- Statistical Software Apps for Business (1)
- Principles of Macroeconomics
- Principles of Microeconomics
- Business Software
- Financial Accounting
- Managerial Accounting

Marketing Major
- Marketing
- The Entrepreneurial Experience
- International Business
- Financial Management I
- Intro to Production & Operations Management
- Principles of Management
- Management Information Systems
- Legal Environment of Business
- Strategic Management capstone course

Marketing-Real Estate Major
- Marketing Research
- Consumer Behavior
- Marketing Programs
- Two more upper-division marketing courses
- Two more upper-division major electives approved by a business advisor

Marketing
- Marketing Research
- Consumer Behavior
- Marketing Programs
- Marketing for Service & Nonprofit Organizations
- OR
- Selling & Sales Force Management
- Principles of Real Estate
- Two more upper-division real estate courses

Business Core
- Marketing
- The Entrepreneurial Experience
- International Business
- Financial Management I
- Intro to Production & Operations Management
- Principles of Management
- Management Information Systems
- Legal Environment of Business
- Strategic Management capstone course

Related Programs
All business majors share most of the Advanced Standing and Business Core requirements. You may choose to double major or minor in other areas such as economics, entrepreneurship, finance, human resources management, international business, management, information technology and management information systems, marketing, operations management (minor only), or personal selling (minor only).

For more information on Marketing at WSU visit wichita.edu/business or call (316) 978-3203.