



MOUNT MERCY UNIVERSITY MARKETING

YOUR COURSES

CORE REQUIREMENTS FOR ALL BUSINESS MAJORS

Principles of Law
 Technology & Communication Business
 Business Statistics
 Financial Management
 Senior Seminar in Business
or Business Strategy Seminar
 Principles of Accounting I
 Principles of Accounting II
 Principles of Management
 Principles of Marketing
 Macroeconomics Principles
 Microeconomics Principles

Select one of the following:

Finite Mathematics
 Basic Mathematical Modeling
 Pre-Calculus
 Mathematics Modeling
 Business Calculus
 Calculus I

MARKETING CORE

Professional Selling
 Consumer Behavior
 Market Research
 Marketing Management

Select two of the following:

Advertising & Creative Campaign Strategies
 Product, Brand & Category Management
 International Marketing
 Retail Management
 Tradeshow & Event Planning
 Contemporary Topics in Marketing
 Marketing Internship
 Project Management
 Visual Technology
 Graphic Design I
 Basic Media Grammar for Professional Writing
 Using Computers in Research Settings
 Professional Writing

Also available in our accelerated programs.

OVERVIEW

Mount Mercy understands building a successful business entails more than creating new products and keeping the books straight—organizations need skilled professionals comfortable with **problem solving, relationship building, and analytical and critical thinking.**

Graduates of Mount Mercy's **marketing** program are among the top creative forces behind many of eastern Iowa's most successful companies.

Students in our marketing program learn to **identify market needs, evaluate buying behaviors, and develop strategies** for successful product introduction. Elective courses—including international marketing, creative campaign implementation, graphic design, visual technology, and professional selling—allow you to **tailor the program** to your individual interests and strengths.

Graduates leave the Hill with in-depth knowledge of **business fundamentals** such as law, management, accounting, and economics—and move into their career with the confidence and skills needed to succeed.

FAST FACTS

- MMU's **25+ student organizations**, including Enactus and Student Government Association, enable students to explore their individual interests.
- **Specializations and double majors** are encouraged—popular fields include communications, international studies, and psychology—making you degree even more customizable.
- MMU's Enactus student organization has place in the **Sweet 16** at Nationals for three straight years, with a **Top 4** placement in 2017.

MMU⁺

— PLUS —

— Qualified Students —

may take up to 12 graduate credits towards their undergrad & future graduate degrees

MMU Enactus

— Sweet 16 —

Our student organization has placed in the Sweet 16 at Nationals for three straight years



"The education is fantastic, but even beyond that—Mount Mercy will support you, allow you to find yourself, and provide you with the foundation to be successful. It has an amazing reputation in the community, and a phenomenal alumni family."

— Mike Wehr '03
 Chief Operating Officer
 Raining Rose, Inc.
 Cedar Rapids

WHAT CAN I DO WITH A MARKETING DEGREE?

Career opportunities include sales, brand management, retail operations, merchandising, marketing research, international marketing, creative promotion and marketing communications campaign development, event planning, and analytical database management.

Graduates go onto careers with **established companies** such as:

- Coca-Cola
- Converge Consulting
- DeNovo Alternative Marketing
- Geonetric
- John Deere
- Milwaukee Brewers
- Modelez International (Nabisco)
- Quaker Oats
- Raining Rose
- Rockwell Collins



INTERNSHIPS & EXPERIENCE

Within Cedar Rapids and the Eastern Iowa Corridor, students gain **hands-on experience** and apply classroom education in **real-world environments**. From the micro-businesses in the local startup accelerator to businesses that have become a pillar of the community and recognized global brands, students have access to a diverse set of organizations just minutes from campus:

- Alliant Energy
- Cedar Rapids Freedom Festival
- Girl Scouts of Eastern IA and Western IL
- Junior Achievement
- McLeod
- Stamats Communications
- TrueNorth Companies
- U.S. Bank
- Waypoint
- World Class Industries

YEAR ONE

FALL TERM		WINTER TERM		SPRING TERM	
COURSE	CREDITS	COURSE	CREDITS	COURSE	CREDITS
Writing Competency.....	4	Healthy Lifestyle.....	3	Principles of Marketing.....	3
Oral Communication.....	3	Holistic Health Domain.....	3	Principles of Management.....	3
Finite Mathematics.....	3			Literature Domain.....	3
Portal Course.....	3			Fine Arts Domain.....	3
				Historical Roots Domain.....	3
TOTAL	13		3		15

OTHER REQUIREMENTS

All marketing majors must achieve a minimum grade of C- in all marketing courses required for the major (BK 208 Principles of Marketing, BK 305 Professional Selling, BK 310 Consumer Behavior, BK 321 Market Research, BK 431 Marketing Management and the two required electives.) This applies to equivalent courses transferred from other institutions.



CONTACT US | Admissions Office

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