Marketing

Anshu Saran, Ph.D.
Assistant Professor and Coordinator of Marketing

Dr. Anshu Saran earned his doctorate in International Business and Marketing from The University of Texas – Pan American. He joined academia after working in the corporate sector for 12 years. Dr. Saran teaches Marketing Research, Marketing Management at the undergraduate level, and Business Research Methods at the graduate level. He has published several papers in international journals such as Business Horizons, Journal of Marketing for Higher Education, and International Journal of Electronic Marketing and Retailing. His main research interests are international consumer behavior, marketing strategy, and scale development.

Administered by the College of Business and Engineering, the Bachelor of Business Administration degree in Marketing is designed to provide a broad fundamental knowledge of the nature, structure, institutions, and functions of marketing. The student graduating with the degree can expect to be competitive in the general contexts of sales and marketing. In addition, the student will be able to analyze information that are critical to making marketing decisions whether in manufacturing, distribution (including retailing), service, or not-for-profit industry sectors.

Degree Requirements
The minimum total credits required for a BBA in Marketing is 120.

General Education 47 Credits
Complete the requirements shown in the General Education Requirements section of this catalog. Include the following specified courses:

Mathematics
MATH 1324 & 1325 or MATH 2412 & 2413

Social Science
PSYC 1301 & SOCI 1301

Computer Use
Marketing majors obtain skills in using computers in problem-solving in COSC 1335 (BCIS 1305 or 1405), a required lower division course. ACCT 3333/MNGT 3333, a required core business course, includes further development of these skills and application in a business context in preparation for their use in other upper division business courses, especially MNGT 4375.

Lower Level Business Courses 18 Credits
Complete the requirements shown in the Lower Level Business Courses section of this catalog.

Upper Level Business Common Core Courses 27 Credits
Complete the requirements shown in the Upper Level Business Common Core Courses section of this catalog.