

## Interdisciplinary Major Proposal

### International Business: Concentration in Marketing

Elizabeth Pursley

Class of 2013

When discussing the success of a business, Calvin Coolidge remarked “No enterprise can exist for itself alone. It ministers to some great need, it performs some great service, not for itself, but for others... or failing therein, it ceases to be profitable and ceases to exist.” In our world today business success is dependent on effectively providing desirable goods and services. For many companies of all sizes, their customers are scattered across the globe. Domestic markets may be saturated or the product may be highly desirable in other countries. Thus, there will always be a need to interact with sectors of the world other than our own in order to be successful in business. This is why I choose to propose the major of **International Business** with a concentration in **Marketing**, so that I can one day spend the rest of my life being successful in aiding in the ever growing international business market.

For as long as I can remember, I have always had an interest in foreign affairs of business. This field of interest can include many aspects, so my major will include a comprehensive approach to the study of international business in a holistic form as well as a concentration in the field of marketing. My major in International Business will include four main components that will prepare me for a career: economics, business, politics, and marketing.

Within the Economics department courses that I have already taken include Principles of Macroeconomics, and Principles of Microeconomics. Both of these courses provide valuable insight to the foundation of understanding economics as a whole, so that I can later incorporate the things I have learned into my career in International Business. I also plan to include International Economics as a choice, since this class will help me to further develop my understanding of economic principles on a global scale.

Another aspect to my major will be the Business courses which are the foundation to the major and will include the largest course load. Courses that I have already taken in this area include Fundamentals of Accounting and Business 1, International Marketing, and Global Business. In Fundamentals of Accounting and Business 1, I learned the basic principles of accounting and how they apply to businesses which will aid me in understanding financial reports. In International Marketing and Global Business, I learned a firm foundation of the in-depth study of how marketers come to conclusive decisions for marketing to different countries as well as what it takes to make it in the world of global business. Another course I plan to offer as an option in this discipline is Contemporary Issues in Business and Entrepreneurship so that I can further my understanding of the business model and how to apply it to a global scheme. The final course that I plan to have as a choice in this discipline is Business Law so that I will be prepared to understand the legalities of business as a whole.

I will also be taking politics classes provide an understanding of how to apply political thinking and understanding to the world of International Business. In this area of study I have taken Conflict Management and Resolution where I studied some of the most influential conflicts in foreign policy to date including genocide, war, and nuclear weapons. By gaining an in-depth understanding of some of the biggest problems our world has faced, I am able to apply that understanding to my major. In addition, this understanding of historical and political context will facilitate future international business ventures. I also plan to take Research Methods in this discipline to gain research skills for major projects or presentations that I may have as an International Businessperson.

My final area of study for my major will be completed outside of Hendrix, at the Universities of Houston and San Jacinto to satisfy my concentration in Marketing. At Hendrix I will gain the core understanding and concepts of international business. By coupling that with my marketing classes taken at the Universities of Houston and San Jacinto, I will understand more thoroughly a more specific area of study within International Business. At the Universities of Houston and San Jacinto in their marketing departments I plan to take two courses: Principles of Marketing and Principles of Selling. Principles of Marketing will teach me the marketing orientation of political, social, legal, and economic environments. It will also educate me on the development of marketing programs and incorporating these perspectives into the formulation of strategies for the design, pricing, channels, and promotion of products/services. Principles of Selling will guide me in delving into the perspective of a salesperson in the business world. I will learn the aspects of how sales are executed, as well as how important they are to the basis of any business.

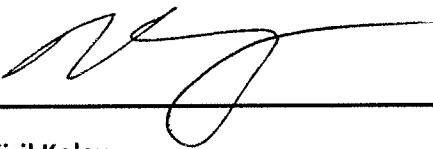
A Bachelor of Arts in International Business with a concentration in Marketing from Hendrix College will provide me with the knowledge needed for me to pursue an MBA as well as prepare me for a career in the field of international business. This major will be challenging and extremely different, as it requires courses from three Hendrix disciplines, the classes from the Universities of Houston and San Jacinto, and a senior capstone experience. Below I have listed the relevant courses and potential courses for my major.

**Signature Authorization:**



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**Dr. Karen Oxner, Committee Chair**



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**Dr. Kiril Kolev**

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10 courses distributed as follows:

*From Hendrix College:*

Economics and Business (complete 6 of the 7) Courses:

- ECON 200 Principles of Microeconomics
- ECON 210 Principles of Macroeconomics
- ECON 360 International Economics
- BUSI 200 Fundamentals of Accounting and Business I
- BUSI 280 International Marketing
- BUSI 290 Global Business
- BUSI 350 Business Law

Politics Courses:

- POLI 353 Conflict Management and Resolution
- POLI 400 Research Methods

*From University of Houston Clear Lake and San Jacinto:*

Marketing Courses

- MKTG 3031 Principles of Marketing
- MRKG 2333 Principles of Selling

The Senior Capstone experience can be completed in one of three ways:

- Completion of an internship in a local business over a semester culminating in a presentation comparing the real-life experience to what was learned in the course content of the major. The presentation will be presented to a panel of faculty members and the grade will be determined by said members.
- Completion of a research project focusing on a specific area of study within international business or marketing with the aid of a professor. Culmination of the research will be presented to a panel of faculty members and the grade will be determined by the aiding professor.
- Completion of the course: BUSI 497 Corporate Strategy with a grade of “C” or above. BUSI 497 would constitute an 11<sup>th</sup> course.