

Interdisciplinary Major Proposal: Business Marketing & Management

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I have always had an entrepreneurial mindset. Through my extra-curricular activities, I have gained the soft skills needed for any position in the business world such as leadership, motivation, public speaking, decision making, time management, and team-work. I have yet to develop the hard/technical skills needed to satisfy any job requirements. A major in Business Marketing and Management will help me to develop these skills. A major in Business Marketing and Management entails a background in accounting and economics with a concentration on marketing and management through a combination of academic courses, online certifications, classes and experiences abroad, and internships. Marketing requires you to think about the business process in terms of customers and their needs. It views the business process from a holistic perspective which includes statistics, analysis, and creativity, which is why it is essential to develop a wide range of business skills, as well as specific marketing and advertising skills.

With my skillset, I plan to pursue a career in brand management or digital marketing management. A brand manager plans, develops, and directs marketing efforts for a particular brand in order to create a lasting impact in the market. They study consumer trends, review pricing and distribution metrics and track sales volume.

A digital marketing manager develops digital marketing campaigns that promote a company and enhance brand awareness. All of their work takes place within the digital space, such as websites and social media. I would like to begin by assisting and leading brand management campaigns and then eventually manage or create my own company. I could also see

myself as a social media coordinator or public relations crisis manager. I have structured this major to follow the business/accounting track with a focus on marketing and management/entrepreneurship. This major, along with my minor in sociology and my liberal arts education from Hendrix will allow me to face any situation with a unique perspective. Managing the brand of a company, product, or service requires a creative thought process, as well as an understanding of the market, and this major will help me to acquire these skills.

Major Courses

Since both marketing and management require an understanding of the business process as a whole, I have included core business classes in my major. From the Business department at Hendrix, I have already completed *Principles of Accounting I and II* and plan to take *Accounting Information Systems and Database Management* and *Corporate Strategy* to specialize in this field. These classes will help me to understand how to interpret financial data, as well as how to use that knowledge to organize, plan, control, and manage decision making. Corporate strategy will especially help me in understanding how a business works since a major component of the class is to analyze a company and make operational decisions from a computer simulation of a company. This will not only serve as an overarching application of all the skills I have acquired in my business classes, but will also serve as a very informative business management class. *Contemporary Issues in Business and Entrepreneurship* and *Business Law* serve as the introductory courses to understanding business through organization, management, and the law. *Microeconomic Theory* places emphasis on resource allocation and the effects of market structures, which is important in being able to create a demand in the market.

While abroad at the University of the Sacred Heart in Milan, Italy, I took the following classes: *Strategic Management and Entrepreneurship*, *Luxury Business Insights*, and *The*

Fashion Market: Structures, Players and Factors.

Strategic Management and Entrepreneurship informed me about strategies that need to be developed and used in order to create and scale a business. I also learned how to be an entrepreneur and how to maintain a business. Through *Fashion Market*, I learned about the structure and hierarchy of a market and how to present and market a product to a specific audience. In *Luxury Business*, I was able to conduct field studies on the journeys certain brands have taken to become successful and how they have remained successful. *Fashion Market*, and *Luxury Business Insights* helped me understand what a brand is, how to use marketing tools, merchandising skills, and communication awareness and taught me the fundamental steps in effectively marketing a fashion product through research of concepts, moods, and strategies. These classes presented marketing through a different perspective, which left me with enhanced skills and a diversified understanding of the subject. All three of these classes emphasized the need of brand identity and brand management for a successful company and that is what I would like to work towards.

Capstone Experience

Along with these classes, the Senior Capstone, Corporate Strategy, is the best way to integrate my study of business, marketing, and management and put my skills to use. Studying and applying corporate strategies through comprehensive case studies will prepare me for my future in marketing as well as to make the right managerial decisions.

Internship

To develop more specific marketing skills, in addition to *International Marketing*, I will be completing online certifications in content marketing and interning at a technology marketing

firm called Inuvo. During this internship, I will be learning about data analytics including Search Engine Optimization (SEO), social media marketing, and ad campaigning. Through the online coursework, I will complete content marketing, inbound marketing, and design marketing certifications.

Conclusion

With this interdisciplinary major, I am able to enhance my knowledge, as well as enrich my experience at Hendrix. It allows me to apply to a broader range of internships and jobs, and to apply to Graduate School with a strong foundation and a unique focus. This Business Marketing and Management major, along with my minor in Sociology, and my internship experiences will make me a well-rounded candidate for any marketing firm. Below I have listed the courses for my major:

Business Marketing and Management Interdisciplinary Major

12 courses as follows:

Business

- *BUSI 100: Contemporary Issues in Business and Entrepreneurship*
- *BUSI 200: Principles of Accounting I*
- *BUSI 210: Principles of Accounting II*
- *ECON 200: Microeconomic Theory*
- *BUSI 350: Business Law*
- *BUSI 390 Accounting Information Systems and Database Management*
- *BUSI 497: Corporate Strategy (Capstone)*

Marketing & Management

- *BUSI 290: International Marketing*
- *IB/CM300 The Fashion Market: Structure, Players and Success Factors**
- *IB/CM310 Luxury Business Insights **
- *IB/MG340 Strategic Management & Entrepreneurship: The Italian Perspective**
- *BUSI 499/INDEPENDENT STUDY/ Inuvo Internship: Marketing*

The Senior Capstone experience will be completed by:
Completion of the course BUSI 497 Corporate Strategy with a grade of “C” or above.

*These courses have been taken during my semester abroad.

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