

Interdisciplinary Studies Proposal: Marketing with a Psychology Emphasis

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Class of 2020

The study of marketing aspects of understanding your audience remains a central aspect of any high-quality business education program today. Marketing employers across the country are emphasizing the importance of psychology perspectives. The consumer in today's market has ultimate power. A business will only succeed if customers chose to buy a company's product. If a product does not appeal to the customer, then they will choose a different product over that one. This is why it's important to get into the target audience's head. With my interdisciplinary major, I will examine a typical business and economics degree with psychology courses targeted toward the study of human behavior. Through certifications, leadership positions, and other extracurricular activities, I've gained soft skills needed for any job in the business field. But I have yet to build on my hard skills I need for a job once I graduate. An interdisciplinary major in marketing with a psychology emphasis will help me achieve these hard skills.

Major Courses

To be able to pursue a career in marketing, I must have a clear understanding of the business process. In order to gain these understandings, I've included courses from the Business Department as a core part of my major. I've included *Principles of Accounting 1 and Principles of Accounting 2*, so I can gain general knowledge about fundamentals of Accounting which will help me in understanding basic business principles such as budgeting, financial

analysis, and decision making to the practice of consumer behavior and economics. *Art Management* will also be required of me which will help teach me decision making skills in regard to human resources, operations, finances, facilities, ethics, and communications. I believe the art section of this course would be the most beneficial to the field of marketing I am interested in. In addition, I will take *Business Law* which will help round-out my business studies and provide me with the foundation necessary to make intelligent decisions regarding contracts and other legal issues as a business professional. I have taken *Basic Marketing* through the University of Central Arkansas and this course gave me a good basis to build off of and helped make connections to local marketing firms. I also believe *Microeconomic Theory* would be beneficial in a marketing career field because it helps me gain an understanding of market structures and how it affects the decision-making process of a company. All of the courses will help me see many different sides to businesses and how they operate.

In addition to an education in business, it is in high demand by marketing employers for candidates to have a formal education in psychology to better understand target audiences for their customers. *Social Psychology* focuses on an individual's behavior and attitudes based on different factors. This will be helpful in understanding impressions of clients as well as how to target our client's audiences. *Community Psychology* will not be a part of my major but will be an elective I've taken that will benefit me in my career field. This elective took the place of the *Industrial and Organizational Psychology* course here at Hendrix; however, this course ended up being a good fit for marketing. While we did discuss industrial and organizational psychology throughout the course, we mainly focused on how groups of people respond, and what is best and appeals for certain groups of people, which is a major concept in understanding marketing. *Psychology Statistics* will help me to better understand marketing analytics and to be able to

analyze at the success rate of marketing tactics . This class ties together both the business and psychology sides of the field which I feel helps advance me in my major. *Sensation and Perception* looks at sensory systems and how people respond to stimuli, specifically visual. This will greatly help the visuals of marketing and understanding what will trigger certain responses from people. *Personality* focuses specifically on contemporary personality theory. Looking at this theory will allow me to better understand what type of person is more likely to respond to a certain stimulus. This will be important for companies designing advertisements and products to appeal to their target audience. *Moral Emotions* will be offered at Hendrix this fall for the first time. After talking to the psychology department this class will be a perfect fit for my major. This class looks at what it means for an emotion to be moral. This will benefit me in the business workplace when it comes to corporate strategy and making ethical decisions. *Human Memory* looks at the processes involved in encoding, storage, and retrieval of information from the past, including recall and recognition. Recall and recognition is vital for companies regarding product and logos. If a consumer recognizes a product, they are more likely to purchase the item and continue to do so. *Emotions* looks at topics regarding psychological health and decision making, as well as looking at methodology of researching emotions. Marketing looks at this as well, in the sense that consumers are predicted to act a certain way and make decisions based on factors. These factors are observed by those who study and research marketing tactics. These factors are a result of our social settings, which can be observed in *Social Cognition*. These courses will aid me in bridging the gap between Marketing and Psychology by examining the link between stimulation and the reaction of the consumer. They will also allow me to learn the science of human behavior and how it is influenced.

Capstone

I will complete my major with a capstone experience by completing *Corporate Strategy*.

I believe *Corporate Strategy* will benefit me most in the long run and will allow me to see where marketing fits into a company's business plan and how it will long-term benefit the company.

This course uses a simulation game to allow for students to get a better idea and hands-on experience at how business decisions are made, and how the decisions positively or negatively impact the business.

Marketing with a Psychology Emphasis

Courses as follows:

Business

- *BUSI 200: Principles of Accounting 1*
- *BUSI 210: Principles of Accounting 2*
- *BUSI 262: Art Management*
- *BUSI 350: Business Law*
- *BUSI 390: Accounting Information Systems and Data Base Management*
- *BUSI 497: Corporate Strategy*
- *MKTG 2350: Basic Marketing**

Economics

- *ECON 200: Microeconomic Theory*

Psychology (5 of 8)

Required:

- *PSYC 230: Social Psychology*
- *PSYC 290: Psychology Statistics*

Choose 3 of the following 300 and above courses:

- *PSYC 323: Human memory*
- *PSYC 335: Sensation and Perception*

- PSYC 341: Moral Emotions
- PSYC 352: Social Cognition
- PSYC 365: Emotions
- PSYC 370: Personality

Signatures:

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Dr. Lindsay Kennedy: Lindsay Kennedy Date: 4/2/19

Sophia Warriner: Sophia Warriner Date: 4/1/19