

The Department of Economics and Management

Marketing Management Major

Albion's marketing management major educates business makers in the context of the liberal arts to produce the skills and knowledge desired by today's employers. Classes are forward looking and infuse applied experiences and cutting-edge technology and pedagogies. Marketing requirements are supplemented with elective courses in economics, management, statistics, psychology, communication studies, and other fields to provide a strong foundation in a variety of fields that span marketing management and marketing research.

Marketing Management Major

8 units plus 4 cognates

E&M 101 Principles of Microeconomics
E&M 102 The Economy and Financial Markets
E&M 220 Marketing Principles
E&M 320 Consumer Behavior
E&M 321 Marketing Research
E&M 329 Marketing Strategy

One of the following courses:

E&M 324 International Marketing
E&M 325 Data-Driven Digital Marketing

One additional unit from E&M at the 200 level or above

The following four cognates must be completed:

MATH 120 College Algebra or demonstrated proficiency,
MATH 125 or MATH 141. We recommend that this math cognate be completed in students' first or second semester at Albion College.

One of the following courses:

COMM 101 Introduction to Human Communication
PSYC 101 Introduction to Psychology

One of the following statistics options:

E&M 200 Economic Statistics
MATH 209 Introduction to Statistics
MATH 309 Mathematical Statistics
PSYC 204 and 206 Research Design and Statistical Analysis I and II

One of the following courses:

COMM 205 Mass Communication
COMM 215 Social Media
COMM 305 Public Relations
COMM 351 Persuasion
PSYC 236 Social Psychology
SOC 336 Social Psychology: Sociological Perspectives

ALUMNI HIGHLIGHT



Larenz Hill '23, was a marketing management major with a concentration in the Gerstacker Institute for Business and Management.

Larenz is a Management Trainee for Enterprise. He helps manage a car rental business while also practicing sales, marketing, and great customer service.

"Albion helped get me there by giving me all the tools with a hands on experience. That translates to Enterprise where all of the training and experience is live and in action. Albion also prepared me with great communication skills by being a liberal arts college and having one to one relationships with classmates and professors. Albion's experiential learning style translates well to the workforce."



Joseline Lopez Perez '23, majored in marketing management with a double major in psychology and a concentration in human services. She currently resides in East Lansing, Michigan and attends Michigan State University - Eli Broad College of Business – MSMR.

She is pursuing a master's in marketing research while also working as an assistant store manager for White House Black Market.

"I love what I do as it allows me to work on the marketing and sales side of the business while also being able to see some of the behind the scenes of the company. I never saw myself working in sales before, let alone as the individual in charge of all our sales staff and executions, however, I am now loving being able to both interact with people while meeting goals and sitting behind a screen at times.

"Albion helped me get to where I am by offering support, a tight knit community, and opportunities to be myself. I became more outgoing throughout my time at Albion and was able to develop the professional and educational skills I now use throughout my day-to-day tasks.

"I always enjoyed doing case studies and research projects for my majors in undergrad, my master's program allows me to continue to do this side of class work, but more specifically in the marketing field."



Requirements for Marketing Minor

5 units plus 1 cognate

E&M 101 Principles of Microeconomics
E&M 220 Marketing Principles

*Plus three units selected from the following,
at least 2 of which must be from E&M:*

E&M 320 Consumer Behavior
E&M 321 Marketing Research
E&M 324 International Marketing
E&M 325 Data-Driven Digital Marketing
E&M 329 Marketing Strategy
COMM 205 Mass Communication
COMM 306 Public Relations
COMM 351 Persuasion
COMM 365 Media Theory
PSYC 236 Social Psychology
SOC 336 Social Psychology: Sociological Perspectives

Plus one cognate selected from the following:

E&M 200 Economic Statistics
MATH 209 Introduction to Statistics
MATH 309 Mathematical Statistics
PSYC 101 Introduction to Psychology

FACULTY

Dan Lake, Visiting Assistant Professor

B.S., 1995, Michigan State
M.S., 1996, Northwestern University
Ph.D candidate (ABD), 2013, Michigan State University

517-629-0352
dlake@albion.edu
Olin Hall 213

Kelsey Earle, Adjunct Professor

B.A., 2014, University of Minnesota-Duluth
M.S., 2018, North Dakota State University
Ph.D., 2023, Michigan State University

517-629-0343
kkearle@albion.edu
Robinson 118

FOR MORE INFORMATION

We welcome your questions about marketing management study at Albion College. For more information, contact:

Department of Economics and Management
517-629-0419
econ@albion.edu
www.albion.edu/econ