



Albion College

The Department of Economics and Management Marketing Major - Business Marketing Emphasis

Our interdisciplinary marketing major combines creativity with strategy, equipping students with in-demand skills across research, branding, and data-driven marketing. With an emphasis in business marketing, students learn to analyze markets, develop strategic campaigns, and make data-informed decisions that drive results. The curriculum blends theory with practice, giving students hands-on experience through projects, case studies, and real-world applications. Graduates emerge as innovative, analytical thinkers prepared for success in roles ranging from digital marketing to brand management. Many students go on to earn competitive positions in the field and gain admission to top graduate programs. This is a major designed for future-forward marketers ready to lead in a fast-evolving industry.

Marketing Major - Business Marketing Emphasis 10 units

Common Marketing Core (5 units)

E&M 220 Marketing Principles
E&M 320 Consumer Behavior
COMM 201 Integrated Marketing Communications
COMM 205 Mass Communications
Statistics - E&M 200, MATH 209 or PSYC 204 **AND** 306

Three of the following electives (3 units)

E&M 252 Strategic Management
E&M 321 Marketing Research
E&M 324 International Marketing
E&M 325 Data Driven Digital Marketing
E&M 329 Marketing Strategy
E&M 289 or 389 Selected Topics (with Chair approval)
E&M 411 or 412 Directed Studies (with Chair approval)

Core Cognates (2 units)

E&M 101 Principles of Microeconomics
Math 120 College Algebra, OR Math 125 Pre-calculus OR
Math 141 Calculus of a Single Variable

ALUMNI HIGHLIGHT



Kiera Murphy '25 majored in marketing management with a minor in psychological sciences. She also participated in the Gerstacker Institute of Business and Management. She is currently pursuing a job in marketing.

"I'm proud of my time on campus. I was involved with the Gerstacker Institute and the Economics Honor Society, Student Volunteer Bureau, Kappa Alpha Theta sorority, and the Panhellenic Council. One of the highlights was my trip to France through the International Entrepreneurial Exchange Program with the Gerstacker Institute. The institute really opened my eyes to how much I enjoy marketing, especially with the awesome classes they offer.

"Albion truly provided me with a home away from home, offering constant support from everyone around me. The campus is beautiful and has its own charm, but what really makes Albion exceptional is the incredible people. My college experience wouldn't be the same without the dedicated professors, the supportive staff, and the lifelong friendships I have made."



Adriana Viscomi '25 majored in marketing management and communication studies. After graduation, she began interning with the Grand Rapids Symphony as well as continuing to apply to jobs that focus in brand strategy, consulting, strategic communications and management. Her hope is to attend graduate school in the future and earn an MBA either specialized in marketing or sports and entertainment.

"Albion has provided me with countless opportunities to develop my skills, connect with community leaders, and collaborate within our close-knit campus. Through experiences like interning with



Requirements for Marketing Management 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 215 Social Media
COMM 306 Public Relations
COMM 351 Persuasion
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
Robinson 101

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

Adriana continued:

Albion College Community (AC3) to expand experiential learning opportunities for students, redesigning the marketing strategy for Albion Area Lifelong Learners, and even traveling to Paris, France, as part of my International Entrepreneurship Exchange course. I have gained valuable professional development while deepening my connection to the place I have called home for four years. Additionally, the faculty and staff in the Economics & Management Department, Communication Studies Department, and other key campus leaders have made my experience truly one of a kind.

"Albion, will always be a place where students are encouraged to think creatively and explore new ideas. I believe it will continue to foster academic excellence, strong student support networks, and meaningful preparation for future career paths."



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 masters 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 masters program allows me to continue to do this side of class work, but more specifically in the marketing field."