

Interdisciplinary Studies Proposal: The Social Theory of Business Marketing

Ava Szczygiel

Ever since I can remember, I have had a strong business and strategic mindset. I was unsure of what aspect of business I wanted to enter until I started to learn about all the various career paths that were out there from attending career fairs and exploring my opportunities. I have learned substantial soft skills from being a part of teams and clubs that will be beneficial in any area of business such as teamwork, leadership, intuitive thinking, time management, and professional mannerisms. I have not had the opportunity to develop and obtain the hard skills required for a long-term career that this Social Theory of Business Marketing degree will create for me. Marketing was the one area of the business field that stood out to me and met all the criteria I was looking for in a career. The study of marketing is the process of communicating and promoting products or services with your target audience, which involves the understanding of all aspects of how a business works as well as being able to comprehend how people act and think to acclimate to their needs. This social connection is exactly why the study of Sociology is important in the world of marketing. Sociology would help complete the communicative and influential part of marketing to connect with the customers on a more knowledgeable and educated level. The other connection to my major is the business aspect. Since business is any form of entity that seeks profit from providing goods or services to customers, it translates into this major by highlighting the corporate and strategic side of marketing. The accounting and economics part of business will teach me how to properly read financial statements and understand the market structure, as well as how a business works. This is why with my Interdisciplinary Major, I chose to study both the sociological and business/economics aspects to

examine the analytical, creative, and critical thinking perspectives that are necessary for my future career.

Learning Goals:

- The student will demonstrate the ability to integrate concepts and critical thinking approaches from two or more academic disciplines.
- The student will create written, oral, visual, or multimedia materials that demonstrate the ability to present and analyze evidence.
- The student will learn how to apply relevant social and cultural contexts within marketing to address diverse customers and populations.
- The student will examine the linkage between sociological patterns, ideologies, and social constructs to business/marketing practices.

Major Courses:

To study marketing, I must have a clear understanding of both the business and sociological processes. In order to gain knowledge in both departments, I have created a list of courses that equally contribute to the core of my major. For the business aspect, I have incorporated *Principles of Accounting I* and *Principles of Accounting II* to further educate myself on the fundamentals of Accounting and how to apply basic financial understandings to organize and interpret data. I will complete *Business Law* to dive deeper into how businesses are created and the various guidelines or laws surrounding the decisions made running a business/corporation. Taking the course *Principles of Microeconomics* will also be beneficial to

the marketing aspect by learning how market structures work as well as acknowledging the importance of decision-making in regard to the demands of the market. Since there are no current marketing classes at Hendrix College, I will be taking a *Principles of Marketing* class through Collin College to help me build a basis for how marketing is approached, applied, and organized through experts in this field. I incorporated an option to choose one of the last two business classes of an *Independent Study of an upper-level marketing topic* or *Customer Relationship Management* taken outside of Hendrix at Collin College. These two marketing-focused classes are valuable for gaining a new perspective and grasp on the marketing world while having hands-on experience of how people work in this field. For the sociology side of my major, I will choose between four options of courses that will each equally contribute to this sociology connection of the major including *Sociology of the Family*, *Race and Ethnicity*, *Gender and Sexuality*, and *Environmental Sociology*. The first choice of *Sociology of the Family* will be used as the foundation of how marketing can target certain families based on the comprehension of family policies and the social forces revolving around the expectations provided. The second and third sociology courses are *Race and Ethnicity* and *Gender and Sexuality*, which will expose me to the patterns, ideologies, and social constructs based on ethnicity, race, gender, and sexuality. These classes will help me apply the realities of the world to how to connect more strategically to a larger diverse customer base. The three required sociology classes are *Sociological Research Methods*, *Social Change/Social Movements*, and *Social Theory*. I completed *Sociological Research Methods* as an overview of how different methods of research are used in sociology to conduct social experiments, content analysis, and ethnographic fieldwork to gain a theoretical understanding of how people are studied. The last two classes I incorporated into my course curriculum are *Social Change/Social Movements* and *Social Theory*. Both of these will allow me

to acknowledge the social change and the construction of time occurring in the world to stay up to date on how to be aware of new ways to approach my audience at the appropriate time. All of these courses will further my expertise in how to correctly evaluate customers as well as execute the financial concerns of a business.

Capstone:

I will complete my major with the Capstone class of Corporate Strategy. This class is the best experience of combining my study of marketing, sociology, and business and applying these newly learned skills to the corporate world. This course integrates business and economics through the study of theory, evaluating case studies, and applying corporate strategies to real-world simulations. Corporate Strategy is the perfect Capstone credit to prepare me for the marketing world.

W2 Course Plan:

I will use the class *Social Theory* as my W2 credit. This course, as previously stated, analyzes the theories of the issues of power, community, identity, and the social construction of time through the reading of several primary texts. The writing concept of this class will help me accomplish the goal of developing strong and effective written communication skills on the hypotheticals of what is occurring around me that will help connect these relations of issues to the real world.

The Social Theory of Business Marketing:

Courses:

Business:

Required:

- *BUSI 200- Principles of Accounting I*
- *BUSI 210- Principles of Accounting II*
- *BUSI 350- Business Law*
- *BUSI 497- Corporate Strategy (Capstone)*
- *MRKG 1311- Principles of Marketing*

Choose 1 of 2:

- *BUSI 499- Independent Study in an upper-level marketing topic*
- *MRKG 1301- Customer Relationship Management*

Economics:

- *ECON 230- Principles of Microeconomics*

Sociology:

Required:

- *SOCI 335- Sociological Research Methods*
- *SOCI 360- Social Change/Social Movements*
- *SOCI 365- Social Theory*

Choose 2 of the following classes:

- *SOCI 250- Sociology of the Family*
- *SOCI 270- Race and Ethnicity*
- *SOCI 375- Environmental Sociology*
- *SOCI 205- Gender and Sexuality*

Green = Courses Completed or Currently Taking

Blue= Courses that will be transferred in

Pink= Courses that are transferred in

Black= Courses that still need to be taken

Signatures:

Dr. Gina Bergfeld (Chair): __bergfeld@hendrix.edu_____ Date: _03/28/2024_____

Dr. Stacey Schwartzkopf: __schwartzkopf@hendrix.edu_____ Date: _03/28/2024_____

Ava Szczygiel: *Ava Szczygiel*_____ Date: _03/27/2024_____