

MKT 2017

7/1/2017

MARKETING MAJOR

MAJOR REQUIREMENTS (57)

Business Core (36)

__ 3	ACC	201	Financial Accounting
__ 3	ACC	202	Managerial Accounting
__ 3	BU	211	Principles of Management
__ 3	BU	253	God, Faith & Marketplace
__ 3	BU	261	Business Analytics I
__ 3	BU	262	Business Analytics II
__ 3	BU	321	Business Law I
__ 3	BU	413	Strategic Mgmt Capstone
__ 3	BU	451	Principles Finance
__ 3	ECN	272	Intro Microeconomics
__ 3	ECN	273	Intro Macroeconomics
__ 3	MKT	241	Principles of Marketing

Marketing Core (12)

__ 3	MKT	342	Consumer Behavior
__ 3	MKT	343	Fund Professional Selling
__ 3	MKT	441	Marketing Research
__ 3	MKT	443	International Marketing

Choose three Business Marketing courses:

	ACC	305	Cost Accounting
	COM	261	Social Media
	COM	281	Public Relations Theory/Pract
__ 3	COM	351	Persuasion
	COM	431	Public Relations Mgmt
	COM	461	Social Media Marketing
	MKT	341	Digital Marketing
__ 3	MKT	344	Sales Management
	MKT	345	Adv Professional Selling
	MKT	435	Internship
	MKT	442	Innovation & Product Mgmt
__ 3	MKT	461	Brand Management
	MKT	472	Supply Chain Mgmt
	MKT	473	Advertising/PromotionsMgmt
	PSY	210	Social Psychology

PLUS FOUNDATIONAL COURSE REQUIREMENTS (46)

PLUS ELECTIVES NEEDED FOR THE 124 HOUR DEGREE REQUIREMENT (21)