

# MARKETING MAJOR

## (UMKG – Major and Related Courses - 19)

**DOMAIN GENERAL EDUCATION (10 Courses Required):**  
 Domain II A is satisfied through completion of the Business major, leaving ten courses to be completed to satisfy the remaining General Education subdomains through courses taken outside the major department. Only courses designated (Gen. Ed. Domain) after the course title will meet General Education requirements. Please refer to the catalog for full information.

<u>COURSE #</u>	<u>TITLE</u>	<u>SUBDOMAINS</u>
<u>STAT 107</u>	<u>Business Statistics</u>	<u>MET</u>
<u>MATH 217</u>	<u>Business Calculus</u>	<u>2A</u>
<u>ECON 102</u>	<u>Principles of Microeconomics</u>	<u>CCB</u>
_____	_____	<u>3B</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Domain General Education Subdomains**  
 (check off as completed):

Common Core:	A. ENGL 110 Expository Writing	_____
	B. MATH XXX (credit-bearing)	_____
Domain I:	A. Creative Arts	_____
	B. Humanities	_____
	C. Language	_____
Domain II:	A. Analysis, Modeling, Problem-Solving	_____
	B. Natural Sciences (two)	_____
		_____
Domain III:	A. Perspectives on the Past	_____
	B. Perspectives on Contemp. World	_____
	C. Global Comp., Eth. Reas., Human Div.	<u>X</u>

\_\_\_\_\_ Laboratory Science  
 X = Fulfilled through major

<u>COURSE #</u>	<u>COURSE TITLE</u>
<u>ACCT 220</u>	<u>Introduction to Financial Accounting</u>
<u>ACCT 221</u>	<u>Introduction to Managerial Accounting</u>
<u>BUIS 200</u>	<u>Introduction to Business Systems</u>
<u>ECON 101</u>	<u>Principles of Macroeconomics</u>
<u>FINA 248</u>	<u>Managerial Finance</u>
<u>MGMT 215</u>	<u>Legal Environment of Business</u>
<u>MGMT 280</u>	<u>Organizational Behavior</u>
<u>MGMT 372</u>	<u>Operations Management</u>
<u>MGMT 485</u>	<u>Business Policy and Strategy</u>
<u>MRKT 181</u>	<u>Marketing Principles</u>
<u>MRKT 310</u>	<u>Marketing Research</u>
<u>MRKT 301</u>	<u>Brand Management</u>
<u>MRKT 402</u>	<u>Strategic Marketing</u>

**Major electives: Choose any three MRKT course at the 300 level or above or any of the following:**

<u>MGMT 300</u>	<u>Doing Business Abroad</u>
<u>MGMT 308</u>	<u>Managing Across Cultures</u>
<u>MGMT 495</u>	<u>Internship</u>

**FREE ELECTIVES (3):**

_____	_____
_____	_____
_____	_____