

# MARKETING MAJOR

(UMKG – 16 Major courses, 7 Gen Ed courses, 3 Gen Ed major-related courses, 6 Free electives)

**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)	<u>MATH 217</u>
Domain I:	A. Creative Arts	_____
	B. Humanities	_____
	C. Language	_____
Domain II:	A. Analysis, Modeling, Problem-Solving	<u>STAT 107</u>
	B. Natural Sciences (with lab)	_____
	B. Natural Science (NO lab)	_____
Domain III:	A. Perspectives on the Past	_____
	B. Perspectives on Contemp. World	<u>ECON 102</u>
	C. Global Comp., Eth. Reas., Human Div.	<u>X</u>

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>MRKT 181</u>	<u>Marketing Principles</u>
<u>MRKT 240</u>	<u>Consumer Behavior</u>
<u>MRKT 301</u>	<u>Brand Management</u>
<u>MRKT 310</u>	<u>Marketing Research</u>
<u>MRKT 402</u>	<u>Strategic Marketing</u>

**Major electives: Choose any three MRKT course at the 300 level or above, MGMT 300, MGMT 308 or MRKT 495:**

_____	_____
_____	_____
_____	_____

**FREE ELECTIVES (6):**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____