

MARKETING MAJOR

DOMAIN GENERAL EDUCATION (10 Courses Required):

Domain II A is satisfied through completion of the Marketing 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.

Common Core:	A. ENWR 110 Composition 2		_____
	B. MATH XXX (credit-bearing)		_____
Domain I:	A. Creative Arts		_____
	B. Humanities		_____
	C. Language		_____
Domain II:	A. Analysis, Modeling, Problem-Solving		_____
	B. Sciences (two; one must be a lab science)		_____
Domain III:	A. Perspectives on the Past		_____
	B. Perspectives on Contemp. World		_____
	C. Global Comp., Eth. Reas., Human Div.	X	_____

MAJOR AND RELATED COURSES:

Major Required Core (13):

ACCT 220	Introduction to Financial Accounting		_____
ACCT 221	Introduction to Managerial Accounting		_____
BUAN 204	Analytical Techniques for Business		_____
BUIS 200	Introduction to Business Systems		_____
ECON 101	Principles of Macroeconomics		_____
ECON 102	Principles of Microeconomics (3B)		_____
FINA 248	Managerial Finance		_____
MGMT 215	Legal Environment of Business		_____
MGMT 280	Organizational Behavior		_____
MGMT 372	Operations Management		_____
MRKT 181	Marketing Principles		_____
STAT 107	Business Statistics (CCM)		_____

Required Capstone

MRKT 480	Strategic Marketing		_____
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Marketing Core Courses (3)

MRKT 240	Consumer Behavior		
MRKT 301	Brand Management		
MRKT 308	Digital and Social Media Marketing		

Choose three (3) electives 300-Level or Above from:

COMM 270	Advertising Techniques	OR	
	MRKT 313	Advertising & Promotions	_____
COMM 275	Public Relations		_____
MGMT 300	Doing Business Abroad		_____
MRKT 218	Personal Branding and Business Etiquette		_____
MRKT 310	Marketing Research		_____
MRKT 318	International Marketing		_____
MRKT 375	Sales		_____
MRKT 410	Advanced Marketing Research		_____
MRKT 495	Internship in Marketing		_____
SPMK 324	Sports Marketing		_____

FREE ELECTIVES (3):
