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  

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

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
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):


2021-2022