MARKETING MAJOR
24 credits

Student must be formally admitted to the Business Undergraduate Program before enrolling in business classes in the major.

Courses taken for this Marketing Major may not be counted towards the Business Administration Core, the Finance Major, the International Business Major, the General Business Option, the Human Resource Management Option or the Operations Management Option.

The Bachelor of Arts in Business Administration with major in Marketing requires completion of the Business Administration Core (see separate chart) plus the following:

REQUPTED COURSES

MKTG 400 (4)  
Buyer Behavior  
Prereq: MKTG 310

MKTG 412 (4)  
Marketing Management  
Prereq: MKTG 400 and 411

MKTG 411 (4)  
Marketing Research  
Prereq: MKTG 310 and DSCI 346

MKTG 417 (4)  
Marketing Analysis  
Prereq: MKTG 412

ELECTIVES

Select 8 credits from the following lists with the approval of your Marketing faculty advisor.

At least one of the electives must be from List A.

List A

MKTG 413 (4)  Integrated Marketing Communications (Prereq: MKTG 310)  
MKTG 414 (4)  Retail Management (Prereq: MKTG 310)  
MKTG 416 (4)  Sales Force Management (Prereq: MKTG 310)  
MKTG/IBUS 472 (4)  Global Marketing Management  (Prereq: IBUS/MGMT 470 or MKTG 310)  
MKTG 481 (4)  Sports Marketing (Prereq: MKTG 310)

List B

MKTG 444 (4)  Applied Promotion (Prereq: MKTG 310)  
MKTG 495 (*)  Internship (Prereq: Formal Admission to Business program)  
MKTG 498 (*)  Seminar (Course titles vary; must be approved by your faculty advisor)  
MKTG 499 (*)  Directed Studies (Course titles vary; must be approved by your faculty advisor)

Your marketing faculty advisor may approve one non-marketing elective.

*Variable credits