

Marketing (B.S.)

Listed below are courses in the bachelor of science (B.S.) in marketing with a concentration in marketing management.

Business Core (50-51 credits)

Business:

- BUS 100 - Introduction to Contemporary Business (3 credits) **or**
MGT 140 - Introduction to Business (2 credits)
- BUS 180 - Business Information Tools (3 credits)
- BUS 201 - Principles of Accounting I (3 credits)
- BUS 202 - Principles of Accounting II (3 credits)
- BUS 205 - Business Statistics I (3 credits)
- BUS 221 - Introduction to Management Information Systems (3 credits)
- BUS 263 - Legal Environment and Business (3 credits)
- BUS 305 - Business Statistics II (3 credits)
- BUS 311 - Business Finance (3 credits)
- BUS 351 - Introduction to Operations Management (3 credits)
- BUS 361 - Principles of Marketing (3 credits)
- BUS 371 - Management and Organizational Behavior (3 credits)
- BUS 401 - Senior Business Experience (3 credits)

Economics:

- ECON 200 - Principles of Macroeconomics (3 credits)
- ECON 201 - Principles of Microeconomics (3 credits)

Required Courses that may fulfill Foundational Studies:

- BEIT 336 - Business Report Writing (3 credits)
- MATH 115 - College Algebra (3 credits) **or**
MATH 129 - Fundamentals and Applications of Calculus (3 credits) **or**
MATH 131 - Calculus I (4 credits)

Marketing Major Courses (27 credits)

Required Core Courses for Marketing Majors (9 credits):

- MKTG 332 - Buyer Behavior (3 credits)
- MKTG 338 - Marketing Research (3 credits)
- MKTG 448 - Marketing Management (3 credits)

Marketing Management Concentration

Required Courses for Marketing Management Concentration (9 credits):

- MKTG 333 - Product and Pricing Strategy (3 credits)
- MKTG 334 - Promotional Strategy (3 credits)
- MKTG 353 - Marketing Channel Structure and Strategy (3 credits)

Elective Courses for Marketing Management Concentration:

Working closely with an academic advisor, students pursuing the Marketing Management Concentration of the Marketing Major will choose 9 credits of electives. This is the list of marketing electives, but not all will be offered in any given academic year. However, we guarantee that we will offer at least three of the courses from the list each year.

- MKTG 310 - Marketing for Non-Profit and Service Organizations (3 credits)
- MKTG 312 - Motorsports Marketing (3 credits)
- MKTG 344 - Professional Selling (3 credits)
- MKTG 347 - Principles of Retailing (3 credits)
- MKTG 414 - International Marketing (3 credits)
- MKTG 439 - Marketing Internship (3 credits)
- MKTG 443 - Business to Business Marketing (3 credits)
- MKTG 444 - Salesforce Management (3 credits)
- MKTG 445 - Business Negotiations (3 credits)
- MKTG 449 - Individual Study in Marketing (3 credits)
- MKTG 475 - Seminar in Current Marketing Topics (3 credits)