Marketing (B.A.)

2024-2025 catalog

Student Name: _____   **ID Number:** _____

Major Requirements

Term Completed/Planned	Grade	Credit	Course #	Title
_____	_____	4	ACC221	Introduction to Financial Accounting
_____	_____	4	ACC222	Introduction to Managerial Accounting
_____	_____	4	BUS242	Principles of Management
_____	_____	4	BUS301	Business Law
_____	_____	4	BUS362	International Business
_____	_____	4	ECO112	Principles of Macroeconomics (SBS)
_____	_____	4	ECO113	Principles of Microeconomics (SBS)
_____	_____	4	FIN331	Financial Management
_____	_____	4	MIS260	Problem Solving for Business
_____	_____	4	MKT252	Principles of Marketing
_____	_____	4	MKT352	Marketing Research and Analysis
_____	_____	4	MKT450	Marketing Management
_____	_____	4	MKT466	International Marketing

Complete **one (1)** of MKT350 or MKT354

Term Completed/Planned	Grade	Credit	Course #	Title
_____	_____	4	MKT350	Consumer Behavior
_____	_____	4	MKT354	Sales Management

Complete **one (1)** of MKT355, MKT357, or MKT359

Term Completed/Planned	Grade	Credit	Course #	Title
_____	_____	4	MKT355	Marketing Communications
_____	_____	4	MKT357	Advertising
_____	_____	4	MKT359	Digital Marketing

Complete **one (1)** statistics course

Term Completed/Planned	Grade	Credit	Course #	Title
_____	_____	4	MIS264	Statistical Literacy for Managers
_____	_____	4	MIS379	Quantitative Methods for Business and Economics
				Approved transfer course:

Complete **one (1)** communications course, chosen from the options below. Transfer courses in English and History do not meet this requirement.

Term Completed/Planned	Grade	Credit	Course #	Title
_____	_____	4	COM111	Public Speaking (HUM)
_____	_____	4	COM112	Contest Public Speaking (*not approved for LAF*)
_____	_____	4	COM115	Scientific and Technical Public Speaking (HUM)
_____	_____	4	COM117	Business and Professional Speaking (HUM)
_____	_____	4	ENL223	Writing for Business and the Professions (HUM)
_____	_____	4	ENL240	Foundations of Literary and Cultural Study (HUM)
_____	_____	4	ENL241	Introduction to Cinema Art (HUM)
_____	_____	4	HIS102	Science, Religion & Enlightenment: Invention of Modernity, 1350-1815 (HUM)
_____	_____	4	HIS103	A Global History of Europe Since 1750 (HUM)
_____	_____	4	HIS282	Women and Gender in U.S. History since 1848 (HUM)

Complete **one (1)** mathematics course, chosen from MAT110, MAT111, MAT114, MAT145, MAT146, MAT202, DST334, or an approved transfer mathematics course (that is not statistics):

Term Completed/Planned	Grade	Credit	Course #	Title
_____	_____	4	MAT_____	

Abbreviation Key: SBS = Social & Behavioral Science; HUM = Humanities