

Marketing (B.A.)

2025-2026 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
		4	ECO113	Principles of Microeconomics
		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				
		4	MKT350	Consumer Behavior
		4	MKT354	Sales Management
Complete one (1) of MKT355, MKT357, or MKT359				
		4	MKT355	Marketing Communications
		4	MKT357	Advertising
		4	MKT359	Digital Marketing
Complete one (1) statistics course				
		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.				
		4	COM111	Public Speaking
		4	COM115	Scientific and Technical Public Speaking
		4	COM117	Business and Professional Speaking
		4	ENL223	Writing for Business and the Professions
		4	ENL240	Foundations of Literary and Cultural Study
		4	ENL241	Introduction to Cinema Art
		4	HIS102	Science, Religion & Enlightenment: Invention of Modernity, 1350-1815
		4	HIS103	A Global History of Europe Since 1750
		4	HIS282	Women and Gender in U.S. History since 1848
Complete one (1) mathematics course, chosen from MAT110, MAT111, MAT114, MAT145, MAT146, MAT202, DST334, or an approved transfer mathematics course (that is not statistics):				
		4	MAT	