

Marketing (B.A.)

2026-2027 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	BUS490	Business Ethics and Vocation
_____	_____	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	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_____	_____