

# Major in Marketing - Bachelor of Science

## Emphasis in Marketing Analytics

<b>University Requirements:</b>		
See University General Requirements for Baccalaureate degrees (p. 40) (For College of Business requirements, see p. 142)		<input type="checkbox"/>
<b>First Year Making Connections Course:</b>	<b>Sem. Hrs.</b>	
BUSN 1003, First Year Experience Business	<b>3</b>	<input type="checkbox"/>
<b>General Education Requirements:</b>	<b>Sem. Hrs.</b>	
See General Education Curriculum for Baccalaureate degrees (p. 83)  <b>Students with this major must take the following:</b> MATH 2143, Business Calculus with a "C" or better. MATH 2194, Survey of Calculus <b>OR</b> MATH 2204, Calculus I ECON 2313, Principles of Macroeconomics COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)	<b>35</b>	<input type="checkbox"/>
<b>College of Business Core Courses:</b>	<b>Sem. Hrs.</b>	
(See Beginning of Business Section)	<b>39</b>	<input type="checkbox"/>
<b>Major Requirements:</b>	<b>Sem. Hrs.</b>	
MKTG 3023, Applied Research	<b>3</b>	<input type="checkbox"/>
MKTG 3163, Supply Chain Management	<b>3</b>	<input type="checkbox"/>
MKTG 4043, Consumer Behavior	<b>3</b>	<input type="checkbox"/>
MKTG 4083, Marketing Research Design and Analysis	<b>3</b>	<input type="checkbox"/>
MKTG 4223, Marketing Management	<b>3</b>	<input type="checkbox"/>
<b>Sub-total</b>	<b>15</b>	<input type="checkbox"/>
<b>Emphasis Area (Marketing Analytics):</b>	<b>Sem. Hrs.</b>	
MKTG 4213, Marketing Analytics	<b>3</b>	<input type="checkbox"/>
MKTG 4253, Data Analytics and Visualization	<b>3</b>	<input type="checkbox"/>

MKTG 3173, Category Management	3	<input type="checkbox"/>
<b>Select one of the following:</b> CS 2114, Structured Programming CIT 2033, Programming Fundamentals CIT 3353, Mobile and Web Applications Development CIT 3403, Database Management CIT 3413, Advanced Database Management CIT 3663, Data Mining CIT 4453, Global E-commerce CIT 4853, IT Project Management MKTG 4143, Advanced Category Management	3	<input type="checkbox"/>
<b>Sub-total</b>	<b>12</b>	<input type="checkbox"/>
<b>Electives:</b>	<b>Sem. Hrs.</b>	
Electives	<b>16</b>	<input type="checkbox"/>
<b>Total Required Hours:</b>	<b>120</b>	