

# Major in Marketing - Bachelor of Science

## Emphasis in Logistics

<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	3	<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 <b>OR</b> 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)	35	<input type="checkbox"/>
<b>College of Business Core Courses:</b>	<b>Sem. Hrs.</b>	
(See Beginning of Business Section)	39	<input type="checkbox"/>
<b>Major Requirements:</b>	<b>Sem. Hrs.</b>	
GSCM 3163, Supply Chain Management	3	<input type="checkbox"/>
MKTG 3023, Applied Research	3	<input type="checkbox"/>
MKTG 4043, Consumer Behavior	3	<input type="checkbox"/>
MKTG 4083, Marketing Research Design and Analysis	3	<input type="checkbox"/>
MKTG 4223, Marketing Management	3	<input type="checkbox"/>
<b>Sub-total</b>	<b>15</b>	<input type="checkbox"/>
<b>Emphasis Area (Logistics):</b>	<b>Sem. Hrs.</b>	
GSCM 3063, Transportation	3	<input type="checkbox"/>
GSCM 4103, Concepts of Business Logistics	3	<input type="checkbox"/>

GSCM 4133, International Logistics and Outsourcing	3	<input type="checkbox"/>
<b>Select one of the following:</b> ACCT 3053, Cost Accounting with a Managerial Emphasis BCOM 3573, Managerial Communication ECON 4333, Government Regulation of Business ECON 4343, Managerial Economics GSCM 4123, Organizational Purchasing GSCM 427V, Supply Chain Management Internship MGMT 4123, International Management MKTG 3043, Retailing MKTG 3093, Professional Selling MKTG 4313, Business Modeling and Optimization	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>	