

# Major in Marketing - Bachelor of Science

## Emphasis in Marketing Management

<b>University Requirements:</b>		
See University General Requirements for Baccalaureate degrees (p. 40) <i>(For College of Business requirements, see p. 142)</i>		<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> <i>MATH 2143, Business Calculus with a "C" or better <b>OR</b></i> <i>MATH 2194, Survey of Calculus <b>OR</b></i> <i>MATH 2204, Calculus I</i> <i>ECON 2313, Principles of Macroeconomics</i> <i>COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)</i>	<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>	
GSCM 3163, Supply Chain Management	<b>3</b>	<input type="checkbox"/>
MKTG 3023, Applied Research	<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 Management):</b>	<b>Sem. Hrs.</b>	
MKTG 4113, International Marketing	<b>3</b>	<input type="checkbox"/>

<p><b>Select three of the following (at least one must be in MKTG):</b></p> <p>ACCT 3053, Cost Accounting with a Managerial Emphasis  BCOM 3573, Managerial Communication  ECON 4343, Managerial Economics  MGMT 3183, Entrepreneurship  MKTG 3033, Advertising and Promotion <b>OR</b>  AD 3023, Principles of Advertising  MKTG 3043, Retailing  MKTG 3093, Professional Selling  MKTG 3173, Category Management  MKTG 3193, Sales Planning and Management  MKTG 4023, Services Marketing  MKTG 4143, Advanced Category Management  MKTG 4213, Marketing Analytics  MKTG 4253, Data Analytics and Visualization  MKTG 428V, Marketing Internship  MKTG 4313, Business Modeling and Optimization  MKTG 4323, Advanced Sales</p>	9	<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>	