

Major in Marketing - Bachelor of Science

Emphasis in Sales

University Requirements:		
See University General Requirements for Baccalaureate degrees (p. 40) (For College of Business requirements, see p. 142)		<input type="checkbox"/>
First Year Making Connections Course:	Sem. Hrs.	
BUSN 1003, First Year Experience Business	3	<input type="checkbox"/>
General Education Requirements:	Sem. Hrs.	
See General Education Curriculum for Baccalaureate degrees (p. 83) Students with this major must take the following: <i>MATH 2143, Business Calculus with a "C" or better</i> OR <i>MATH 2194, Survey of Calculus</i> OR <i>MATH 2204, Calculus I</i> <i>ECON 2313, Principles of Macroeconomics</i> <i>COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)</i>	35	<input type="checkbox"/>
College of Business Core Courses:	Sem. Hrs.	
(See Beginning of Business Section)	39	<input type="checkbox"/>
Major Requirements:	Sem. Hrs.	
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"/>
Sub-total	15	<input type="checkbox"/>
Emphasis Area (Sales):	Sem. Hrs.	
GSCM 4123, Organizational Purchasing	3	<input type="checkbox"/>
MKTG 3093, Professional Selling	3	<input type="checkbox"/>

MKTG 3193, Sales Planning and Management	3	<input type="checkbox"/>
MKTG 426V, Sales Internship	3	<input type="checkbox"/>
MKTG 4323, Advanced Sales	3	<input type="checkbox"/>
Sub-total	15	<input type="checkbox"/>
Electives:	Sem. Hrs.	
Electives	13	<input type="checkbox"/>
Total Required Hours:	120	