

MARKETING, B.S.

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Major in Marketing

Code	Title	Hours
BUSINESS FOUNDATIONS BLOCK		
BUAD 161	Intro to Financial Accounting (C- minimum)	3
BUAD 162	Intro to Managerial Accounting (C- minimum)	3
BUAD 202	Legal Environment of Business (C- minimum)	3
REQUIRED BUSINESS COURSES		
A grade of C- or higher is required in BUAD 231 (Marketing), BUAD 251 (Management), and BUAD 341 (Finance) as a pre-requisite for the upper level courses in the respective areas.		
BUAD 206	Business Research Methods	3
BUAD 231	Principles of Marketing	3
BUAD 251	Principles of Management	3
BUAD 307	Management Information Systems	3
BUAD 341	Managerial Finance 1	3
BUAD 352	Human Resource Management	3
BUAD 358	Management Science	3
BUAD 455	Strategy and Policy	3
UPPER LEVEL MARKETING COURSES		
MKTG 332	Consumer Behavior	3
MKTG 431	Marketing Research	3
MKTG 436	Marketing Strategy	3
Seminar in Business Administration - Choose 1 of the following:		
BUAD 488A	Seminar in Accounting and Finance	
BUAD 488B	Seminar in Management and Marketing	
Co-Op Ed Exp in Mgmt/Mktg - Choose 3 hours from:		
MGMK 300	Co-Op Ed Exp in Mgmt/Mktg	3
Marketing Electives - Choose 9 hours from:		
Any 33-level MKTG course(s)		
Any 43-level MKTG course(s)		
MKTG 405	Topics in Marketing	

DEPARTMENTAL ELECTIVES

undefined - Choose 6 hours from: 6

Any ACCT course(s)

Any BUAD course(s)

Any FIN course(s)

Any MGMT course(s)

Any MKTG course(s)

Any ACFN course(s)

Any MGMK course(s)

Any INTB course(s)

Any INTE course(s)

Note: This requirement may not be satisfied with BUAD 161, BUAD 162, BUAD 202, BUAD 206, BUAD 231, BUAD 251, BUAD 307, BUAD 341, BUAD 352, BUAD 358, or BUAD 455.

For 'Departmental Electives', you may select any three BUAD courses (including COOP/Internships), or you may also take certain approved non-business elective courses to fill this requirement. You may click here to see the current list of non-business electives. Declaring more than one business concentration, a second major, or a minor will waive departmental electives.

Total Hours 63

Req Related for Marketing

Code	Title	Hours
ECON 101	Principles of Macroeconomics (C- minimum)	3
ECON 102	Principles of Microeconomics (C- minimum)	3
Data Visualization and Communication - Choose 1 of the following:		4
MATH 256	Data Visualization and Communication	
MATH 279	Experimental (Data Visualiation Comm)	
MATH 235	Survey of Statistics	3
WRIT 316	Business Writing (AW)	3
Total Hours		16